

**OCCUPATIONAL SAFETY AND FIRE PROTECTION**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Occupational safety and fire protection / BHP i ppoż.
2.	Discipline Socio-economic geography and spatial management/Science about the Earth and the environment
3.	Language of instruction English
4.	Teaching unit Department of Safety and Health at Work and Fire Protection UWr.
5.	Course/module code 00-BHP
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – specialization: Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 5 Teaching methods: multimedia lecture
12.	Name, title/degree of the teacher/instructor Person delegated by the Department of Occupational Safety and Health and Fire Protection UWr.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Basic knowledge of health and safety at the secondary school level.
14.	Course objectives Introducing basic issues related to Occupational Safety and Health and Fire Protection, awareness of threats and problems (including health) related to inappropriate ergonomic solutions at workplaces and in non-professional life, as well as benefits resulting from correct activities in this area.
15.	Course content Lectures:

	1. Figures and physiological conditions of work. Physical and mental loads. 2. Material work environment: physical, chemical and biological factors. 3. Human-machine layout. The essence of health and safety at work. 4. Occupational diseases and accidents at work.	
16.	Intended learning outcomes  P_W01: Knows potential health hazards caused by chemical, biological and physical factors in the work environment.  P_W02: Identifies and describes the main elements of the material working environment.  P_W03: Knows the principles of the human-machine cybernetic system.  P_W04: Knows and understands the basic principles of occupational health and safety.  P_U01: Apply knowledge in typical and unusual situations.  P_K01: Behave in accordance with ethical and legal standards.	Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03  K_W04  K_W02  K_W01  K_W13  K_U01  K_K02
17.	Required and recommended reading ( <i>sources, studies, manuals, etc.</i> )  Required reading: <ul style="list-style-type: none"><li>• Current OHS and Fire Safety instructions</li></ul>	
18.	Assessment methods for the intended learning outcomes: – test – K_W01, K_W02, K_W04, K_W13, K_U01, K_K02	
19.	Credit requirements for individual components of the course/module:  Lecture: credit for the grade P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: test including closed questions, positive assessment after receiving 60% of correct answers; the grading scale used in accordance with § 31 para. 1. Regulations of studies of the University of Wrocław Elements and importance influencing the final grade: lecture 100%	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 4	4
	student's own work (including group-work) such as: - reading the suggested literature: 5 - preparing for tests and exam: 5	10
	Total number of hours	15
	Number of ECTS credits	1

**RESEARCH METHODS IN GEOGRAPHY OF TOURISM  
COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Research methods in geography of tourism / Metody badań w geografii turystyki
2.	Discipline Socio – economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 10 Classes: 10 Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Widawski, dr hab. Lecturer: Krzysztof Widawski, dr hab. Classes instructor: Krzysztof Kołodziejczyk, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Rudiments of regional and tourism geography
14.	Course objectives Acquiring knowledge and skills concerning research methods used in tourism geography and elements of regional geography

15.	<p>Course content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Tourism as subject of interdisciplinary scientific research</li> <li>2. Research aims of tourism geography – chosen concepts: Jaffari's model, Butler's model, concept of tourism functions</li> <li>3. Fundamental concepts – tourism attractiveness, tourism values, infrastructure</li> <li>4. Types of tourism space and Basic space units in tourism</li> <li>5. Tourism-recreational behaviours in natural environment, environmental rudiments of movement such as tourist absorptivity and capacity, optimal periods of using tourism values</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>6. Survey methods – creating questionnaires or surveys, preparing survey research</li> <li>7. Methodology of creating of the tourism development strategy</li> <li>8. Methods of environment valorisation: point bonitation</li> </ol>	
16.	<p>Intended learning outcomes</p> <p><b>P_W01:</b> knows and understands basic concepts present in tourism geography</p> <p><b>P_W02:</b> identifies basic elements of tourism</p> <p><b>P_W03:</b> defines and describes basic concepts of tourism</p> <p><b>P_U01:</b> together with the group prepares environment valorisation based on bonitation method</p> <p><b>P_U02:</b> a student is able to prepare tourism development strategy</p> <p><b>P_U03:</b> realizes sightseeing dictionary based on regional geography methodology</p> <p><b>P_K01:</b> is engaged in group activities</p> <p><b>P_K02:</b> is a leader of group work</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. <i>K_W01*</i>, <i>K_U05, K_K03</i></p> <p><b>K_W01, K_W03, K_W07, K_W02, K_W04, K_W06,</b></p> <p><b>K_W02, K_W09, K_W10, K_W11, K_W12, K_W13</b></p> <p><b>K_U01, K_U02, K_U04, K_U07, K_U12, K_U13, K_U14,</b></p> <p><b>K_U01, K_U02, K_U09</b></p> <p><b>K_U02, K_U04, K_U05</b></p> <p><b>K_K01, K_K02, K_K03</b></p> <p><b>K_K01, K_K02, K_K05</b></p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>- Handbook of Research Methods in Tourism, Quantitative and Qualitative Approaches, (Ed.) Dwyer L., Gill A., Seetaram N., 2012, Edward Elgar Publishing Limited, Glos</li> <li>- .Veal A., J., 2011, Research Methods for Leisure and Tourism , A Practical Guide, IVth Edition, Pearson Education Limited, Essex</li> </ul> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>- Kompendium wiedzy o turystyce (pod red. G. Gołembskiego), 2002, Wyd. Naukowe PWN, Warszawa</li> <li>- Krzymowska-Kostrowicka A., 1997, Geoekologia turystyki i wypoczynku, Wyd. Naukowe PWN, Warszawa</li> </ul>	

18.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none"> <li>- written examination - K_W01, K_W03, K_W07, K_W02, K_W04, K_W06, K_W09, K_W10, K_W11, K_W12, K_W13</li> <li>- preparation and implementation of a project - K_U01, K_U02, K_U04, K_U07, K_U14, K_U12, K_U13, K_U09, K_U05, K_K01, K_K02, K_K03, K_K05</li> </ul>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>e Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>lecture: Written exam in the form of written test</p> <p>P_W01, P_W02, P_W03: test with open and closed questions, pass grade after receiving 50% correct answers, grade scale used acc. to Regulamin studiów UWr</p> <p>exercises:</p> <p>P_U01, P_U02, P_U03, K_K01, K_K02: lecture attendance, project and presentation – grade scale acc. to Regulamin studiów UWr.</p> <p>Lecture/exercises: 50%/50% of final grade</p> <p>Elements and importance influencing the final grade: lecture 50%, exercises 50%</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 10 - classes: 10	20
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 15	35
	Total number of hours	55
	Number of ECTS credits	2

**TOURISM GEOGRAPHY OF POLAND**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Tourism Geography of Poland / Geografia Turystyczna Polski
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 15 Classes: 15 Field classes: 32 Teaching methods: multimedia lecture, presentation, discussion, practical exercises, individual work, group work
12.	Name, title/degree of the teacher/instructor Coordinator: Piotr Migoń prof. Lecturer: Piotr Migoń prof., Filip Duszyński, dr; Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences None
14.	Course objectives The course aims to provide basic knowledge of tourism development in various regions of Poland, focusing on major assets and attractions of international and national

	significance. It also reviews opportunities and constraints to develop tourism. Historical and environmental background is offered to better understand inter-regional differences.	
15.	<p><b>Content</b></p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Environmental and historical background of tourism in Poland.</li> <li>2. Tourism in various regions of Poland: mountains</li> <li>3. Tourism in various regions of Poland: uplands</li> <li>4. Tourism in various regions of Poland: lowlands and lake districts</li> <li>5. Tourism in various regions of Poland: the coast</li> <li>6. Major urban centres in Poland and their tourist attractiveness</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>1. Safety issues of tourism in Poland</li> <li>2. Niche (alternative) tourism in Poland</li> <li>3. UNESCO World Heritage Sites in Poland as crucial tourist destinations</li> <li>4. Projects of tours within selected regions of Poland</li> </ol> <p><b>Field Classes:</b></p> <ol style="list-style-type: none"> <li>1. Lower Silesia as a tourist destination</li> <li>2. Other large cities in Poland as tourist destinations on selected examples</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student knows the main tourist resources and attractions of principal regions of Poland.</p> <p>P_W02: student knows and understands reasons of inter-regional differences in tourism development in Poland.</p> <p>P_U01: student is able to analyze, critically evaluate and select information from various sources.</p> <p>P_U02: student is able to prepare an original project of a tour within selected regions of Poland.</p> <p>P_K01: student knows the rules of team work and is able to work effectively in a group, without causing any conflicts.</p> <p>P_K02: student understands the need of continuous learning, using various sources of information.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. <i>K_W01*</i>, <i>K_U05</i>, <i>K_K03</i></p> <p>K_W01, K_W03, K_W06, K_W15</p> <p>K_W01, K_W03, K_W06</p> <p>K_U01, K_U12</p> <p>K_U07, K_U08, K_U09</p> <p>K_K01</p> <p>K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p>	

	<p>- Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław.</p> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>- Manning N., 2014, How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes: e.g.</p> <ul style="list-style-type: none"> <li>- written test: K_W01, K_W03, K_W06, K_W15, K_K07</li> <li>- presentations: K_U01, K_U07, K_U08, K_U09, K_U12, K_K01</li> <li>- field class: K_U01, K_U07, K_U08, K_U09, K_U12, K_K01, K_K07</li> </ul>	
19.	<p>Credit requirements for individual components of the course/module: Lecture: written credit P_W01, P_W02: exam with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0</p> <p>Classes: P_U01, P_U02, P_K01, P_K02: credit based on attendance to the classes, activity, preparation of all projects planned in the course programme and their public presentation.</p> <p>Fieldclasses: P_U01, P_U02: credit based on attendance and active participation in the exercises. Lecture/Classes evaluation: 50%/50%</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	<p>classes (according to the plan of studies) with a teacher/instructor:</p> <ul style="list-style-type: none"> <li>- lectures: 15</li> <li>- classes: 15</li> <li>- field classes: 32</li> </ul>	62
	<p>student's own work:</p> <ul style="list-style-type: none"> <li>- reading the suggested literature: 10</li> <li>- preparing presentations: 18</li> <li>- preparing for tests and exam: 10</li> </ul>	38
	Total number of hours	100
	Number of ECTS credits	4

**INTRODUCTION TO HOSPITALITY**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Introduction to hospitality/Wprowadzenie do sektora gościnności
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) winter
11.	Form of classes and number of hours Lectures: 30 Teaching methods: multimedia lecture, discussion, study cases.
12.	Name, title/degree of the teacher/instructor Coordinator: Magdalena Duda-Seifert, dr Lecturer: Magdalena Duda-Seifert, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about travel and tourism
14.	Course objectives

	Learning about hospitality business, including hotels, restaurants and selected attractions. Understanding their background to be launched, targeting and positioning on the market and contemporary features and trends.	
15.	<p>Course content</p> <ol style="list-style-type: none"> <li>1. Introducing Hospitality</li> <li>2. Factors influencing hospitality sector.</li> <li>3. Food industry, restaurants classification.</li> <li>4. Restaurants operations and organization.</li> <li>5. Issues facing restaurants.</li> <li>6. Introduction to lodging industry.</li> <li>7. Hotel sector. Types of hotels.</li> <li>8. Historic and boutique hotels.</li> <li>9. Hotel operation and organization.</li> <li>10. Hotel grading systems.</li> <li>11. Trends in hotel sector.</li> <li>12. Other specific types of accommodation.</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Identifies and describes main segments within hospitality business.</p> <p>P_W02: Explains the background for the launching of the hospitality business and its contemporary features answering the trends.</p> <p>P_U01: Analyzes and describes the features of the hospitality businesses within a specific destination</p> <p>P_U02: Interprets and describes the specific features of the selected types of businesses.</p> <p>P_K01: Discusses topics of modern hospitality businesses, arguments and clarifies his/her opinions based on experience.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W05, K_W06, K_W07, K_W08</p> <p>K_W01, K_W05, K_W17</p> <p>K_U01, K_U05, K_U10, K_U16</p> <p>K_U01, K_U05, K_U10, K_U12</p> <p>K_K01, K_K03, K_K04</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Walker J., 2012, <i>Introduction to Hospitality</i>, 6 ed., Pearson Ltd</li> <li>• Holloway J.Ch., 2006, <i>The Business of tourism</i>, Pearson Ltd., Gosport</li> </ul> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>• Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, <i>Tourism: principles and practice</i>, Pearson Ltd., Harlow, pp. 384-501</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <p>- written examination: K_W01, K_W05, K_W06, K_W07, K_W08, K_W17, K_U01, K_U05, K_U10, K_U12, K_U16, K_K01, K_K03, K_K04.</p>	
19.	Credit requirements for individual components of the course/module:	

	<p>P_W01, P_W02, P_U01, P_U02: written exam. Written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.</p> <p>P_K01: monitoring attendance and progress on the course subject matter,</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 30 - classes: - lab classes: - field classes: - seminar: - other:	30
	student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 25 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 30	70
	Total number of hours	100
	Number of ECTS credits	4

## GEOGRAPHICAL RESOURCES FOR TOURISM DEVELOPMENT WORLDWIDE

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Geographical resources for tourism development worldwide / Zasoby geograficzne dla rozwoju turystyki na świecie
2.	Discipline Earth and environmental sciences
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 30 Teaching methods: multimedia lecture
12.	Name, title/degree of the teacher/instructor Coordinator: Piotr Migoń prof. Lecturer: Piotr Migoń prof., Agnieszka Latocha, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences None
14.	Course objectives The aim of the class is to review the geographical resources of the tourism development, with emphasis on natural resources (relief, water, climate, biotic world). Both natural resources and cultural landscapes developed upon them are shown as factors influencing the building of tourist products and as tourist attractions in their own.
15.	Content

	<b>Lectures:</b> <ol style="list-style-type: none"> <li>1. Geographical resources for tourism – introduction</li> <li>2. Global physical geography – geology</li> <li>3. Global physical geography – landforms</li> <li>4. Global physical geography – water</li> <li>5. Global physical geography – climate</li> <li>6. Global physical geography - vegetation belts and zoogeographical provinces</li> <li>7. Global physical geography - coasts and marine environments</li> <li>8. Tourism and natural hazards (volcanoes, earthquakes, tsunamis)</li> <li>9. High-mountains as a resource for tourism - the Himalayas</li> <li>10. Polar tourism - the Arctic and the Antarctic</li> <li>11. Islands and coral reefs - limits to tourism development</li> <li>12. Geoheritage as a base of sustainable tourism and Geoparks</li> <li>13. Ethnicity and cultural diversity as driving forces for tourism development</li> <li>14. Cultural landscapes as tourist attractions</li> <li>15. Technical monuments as specific tourist destinations</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Knows and understands natural and cultural geographical resources for tourism development worldwide</p> <p>P_W02: Understand the issue of vulnerability of environmental resources in the context of tourism development</p> <p>P_W03: Knows main selected tourist attractions at the global scale, conditioned by geographical factors</p> <p>P_U01: Is able to identify and assess natural and cultural resources relevant to tourism development</p> <p>P_K01: Student is aware of the necessity of permanent education and tracking environmental and cultural changes at the global scale</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W01, K_W06, K_W07</p> <p>K_W01, K_W02, K_W03</p> <p>K_W07, K_W14</p> <p>K_U01, K_U13</p> <p>K_K04, K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>- Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London.</p> <p>Recommended reading</p> <p>- Head L. M., 2000; Cultural Landscapes and Environmental Change, Arnold, London</p>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <p>- written test: K_W01, K_W02, K_W03, K_W06, K_W07, K_W14, K_U01, K_U13, K_K04, K_K07</p>	

19.	Credit requirements for individual components of the course/module: Lecture: written credit P_W01, P_W02, P_W03, P_U01, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0 Lecture evaluation: 100%	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 30	30
	student's own work: - reading the suggested literature: 20 - preparing for tests and exam: 25	45
	Total number of hours	75
	Number of ECTS credits	3

**SELECTED FORMS OF CONTEMPORARY TOURISM**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Selected forms of contemporary tourism/Wybrane formy współczesnej turystyki
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) winter
11.	Form of classes and number of hours Lectures: 15 Classes: 15 Teaching methods: multimedia lecture, discussion, study cases, preparation of report.
12.	Name, title/degree of the teacher/instructor Coordinator: Magdalena Duda-Seifert, dr Lecturer: Magdalena Duda-Seifert, dr Classes instructor: Magdalena Duda-Seifert, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about tourism.
14.	Course objectives Learning about the wide range of different forms of tourism. Understanding diversified motivations of tourists and their characteristics on the one hand and richly varied ideas of their execution on the other.

15.	<p>Course content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. General introduction into the subject and official classifications of tourism existing in literature</li> <li>2. Tourism forms based on their relation to the social environment</li> <li>3. Ecotourism and nature-based tourism</li> <li>4. Tourism forms based on the motivations and forms of activity</li> <li>5. Forms of cultural tourism</li> <li>6. Controversial forms of tourism</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Elaboration of the essay on the selected form of niche tourism.</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Defines and distinguishes different forms of tourism based on different approaches.</p> <p>P_W02: Comprehends and identifies modern trends in tourism and their influence on the tourist offer construction.</p> <p>P_U01: Analyzes and indicates features of the specific form of tourism.</p> <p>P_U02: Elaborates the specific form of tourism in the background of geographic conditions and its possible impacts on both offer creation and environment.</p> <p>P_K01: While deepening his competences inspires other students in the group in the education process.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W05, K_W06, K_W07</p> <p>K_W02, K_W05, K_W11</p> <p>K_U01, K_U05, K_U07, K_U10</p> <p>K_U03, K_U04, K_U06, K_U09, K_U16</p> <p>K_K01, K_K04, K_K06</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, Tourism: principles and practice, Pearson Ltd., Harlow, pp. 384-501</li> <li>• Page S.J., Connell J., 2009, Tourism, a modern synthesis, CENGAGE</li> </ul> <p>Recommended reading:</p> <ul style="list-style-type: none"> <li>• Marina Novelli (Ed.), 2005, Niche tourism: Contemporary Issues, Trends and Cases, Elsevier: Oxford.</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>- test: K_W02, K_W05, K_W06, K_W07, K_W11</li> <li>- individual semester paper: K_U01, K_U03, K_U04, K_U05, K_U06, K_U07, K_U09, K_U10, K_U16, K_K01, K_K04, K_K06.</li> </ul>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>P_W01, P_W02: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.</p>	

	P_U01, P_U02, P_K01: monitoring attendance and progress on the course subject matter, semester individual paper.	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 15 - lab classes: - field classes: - seminar: - other:	30
	student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 20 - preparing papers/presentations/projects: 20 - writing a class report: - preparing for tests and exam: 15	70
	Total number of hours	100
	Number of ECTS credits	4

## TOURIST PRODUCT

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Tourist product/Produkt turystyczny
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) winter
11.	Form of classes and number of hours Lectures: 15 Classes: Teaching methods: multimedia lecture, discussion.
12.	Name, title/degree of the teacher/instructor Coordinator: Magdalena Duda-Seifert, dr Lecturer: Magdalena Duda-Seifert, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about tourism.
14.	Course objectives The main aim of the lectures is to acquaint students with the specificity of tourism product, the principles of its creating, management, promotion and distribution.
15.	Course content Lectures: 1. Tourist potential and tourism product, their characteristic and components

	2. Simple tourism product (service, souvenir) - the characteristics and special and functional management 3. Tourism product as a complex entity (tourist package, tourist trail) - the characteristics and special and functional management 4. A site as a tourism product, its composition and planning. 5. An event as a tourism product, classification of events, basic features of their management and planning. 6. An area as a tourist product. Its development.	
16.	Intended learning outcomes  P_W01: student knows, specifies and characterizes tourism products  P_W02: student understands the complexity of tourism product and conditions of its creation  P_W03: student knows the rules of creation, promotion and distribution of tourism product  P_U01: student critically analyses the issues described in object literature  P_K01: student is open-minded on possibilities of creation new tourism products	Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03  K_W05, K_W07  K_W02, K_W05  K_W02, K_W05  K_U01  K_K07
17.	Required and recommended reading ( <i>sources, studies, manuals, etc.</i> )  Required reading <ul style="list-style-type: none"> <li>Seaton A. V., Bennett M. M., 1996: The Marketing of Tourism Products: Concepts, Issues, and Cases, Cengage Learning EMEA.</li> <li>Smith L. J. S., 1994: The tourism product, 'Annals of Tourism Research' , Vol. 21, No. 3, pp. 582-595.</li> </ul> Recommended reading: <ul style="list-style-type: none"> <li>Koutoulas, D. (2004). Understanding the tourist product. <i>Interim symposium of the Research Committee on International Tourism Proceedings (RC 50)</i>, 1-22.(</li> </ul>	
18.	Assessment methods for the intended learning outcomes: e.g. - test: K_W02, K_W05, K_W07, K_u01, K_K07	
19.	Credit requirements for individual components of the course/module: P_W01, P_W02, P_W03, P_U01, P_K01: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities

	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: - lab classes: - field classes: - seminar: - other:	15
	student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 10 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 20	35
	Total number of hours	50
	Number of ECTS credits	2

**SUSTAINABLE DEVELOPMENT OF TOURISM**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Sustainable development of tourism/Zrównoważony rozwój turystyki
2.	Discipline Socio-economic geography and spatial management/ Earth and environmental sciences
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) winter
11.	Form of classes and number of hours Lectures: 15 Classes: 15 Teaching methods: multimedia lecture, presentation, discussion, individual work
12.	Name, title/degree of the teacher/instructor Coordinator: Agnieszka Latocha, dr hab. Lecturer: Agnieszka Latocha, dr hab. Classes instructor: Agnieszka Latocha, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Bases of tourism and tourism movement; bases of environmental science
14.	Course objectives <ul style="list-style-type: none"> <li>To acquire the knowledge of interrelations between the principles of sustainable development and tourism development</li> <li>To get to know the concept of sustainable tourism development for new tourism products and services</li> </ul>

	<ul style="list-style-type: none"> <li>To possess the ability of creating strategies of regional tourism development applying the rules of sustainable development and the ability of assessing the economic, social and ecologic influence of tourism on tourism destinations</li> </ul>	
15.	<p>Course content</p> <p>Lectures:</p> <ul style="list-style-type: none"> <li>Introduction to sustainable tourism; definitions, aims, code of ethics</li> <li>Principles, concepts and instruments in the sustainable management of tourism, including the principle of the "triple bottom line", tourism planning models and management of tourists</li> <li>The impact of tourism; Examples of sustainable tourism solutions worldwide; Green marketing – strategies of sustainable tourism development</li> <li>International regulations of sustainable development; types of sustainable tourism</li> <li>Sustainable tourism in the protected areas and environmental education</li> <li>Ecotourism; rural tourism</li> <li>Sustainable cultural tourism; Volunteer tourism; Moral and ethical dilemmas of cultural tourism</li> </ul> <p>Classes:</p> <p>Critical assessment of tourism development in the students' countries in the context of sustainable tourism development (presentations and discussions)</p>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Defines the idea of sustainable tourism development</p> <p>P_W02: Explains the problems of sustainable development in economy and tourism services</p> <p>P_W03: Understands the significance of introducing new products and tourism services according to the principles of sustainability</p> <p>P_U01: Is able to propose the tourism region's development strategy applying the rules of sustainable development</p> <p>P_U02: Evaluates the economic, social and ecological influence of tourism on a chosen tourism destination</p> <p>P_U03: Makes inferences on the quality of the tourism product and services in tourism development</p> <p>P_K01: understand the need of the sustainable development for the local environment</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W03, K_W06, K_W07, K_W09</p> <p>K_W03, K_W014</p> <p>K_W04, K_W015</p> <p>K_U03, K_U05, K_U06</p> <p>K_U02, K_U01</p> <p>K_U07, K_U10, K_U13,</p> <p>K_K01, K_K03, K_K05</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p>	

	<ul style="list-style-type: none"><li>• Robinson M., Picard D., 2006, Tourism, Culture and Sustainable Development, UNESCO</li><li>• Weaver D., 2006, Sustainable tourism: Theory and Practice, Elsevier.</li><li>• Making tourism more sustainable – A guide for policy makers, 2005, WTO</li><li>• Robinson P., Heitman S., Dieke P., 2011, Research Themes for Tourism, CABI</li></ul> <p>Recommended reading</p> <ul style="list-style-type: none"><li>• Page S.J., Connell J., 2009, Tourism, a modern synthesis, Cengage Learning EMEA</li><li>• Jamal T., Robinson M. (ed.), 2010, The SAGE Handbook of Tourism Studies, SAGE</li><li>• McKercher B., du Cros H., 2012, Cultural tourism, Routledge</li></ul>												
18.	Assessment methods for the intended learning outcomes: e.g. - written test: K_W03, K_W06, K_W07, K_W09, K_W014, K_W015 - oral presentation (individual): K_U01, K_U02, K_U03, K_U05, K_U06, K_U07, K_U10, K_U13, K_K01, K_K03, K_K05												
19.	Credit requirements for individual components of the course/module:  Lecture: written test P_W01, P_W02, P_W03: Written test: positive remark on the basis of 50% of correct answers  Classes: P_U01, P_U02, P_U03, P_K01: credit on the basis of projects/ presentations and active participation in discussions  Lecture/Classes evaluation: 50%/50%												
20.	<table><tr><td colspan="2">Total student effort</td></tr><tr><td>form of student activities</td><td>number of hours for the implementation of activities</td></tr><tr><td>classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 15</td><td>30</td></tr><tr><td>student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 20 - preparing papers/presentations/projects: 25 - preparing for exam: 20</td><td>70</td></tr><tr><td>Total number of hours</td><td>100</td></tr><tr><td>Number of ECTS credits</td><td>4</td></tr></table>	Total student effort		form of student activities	number of hours for the implementation of activities	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 15	30	student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 20 - preparing papers/presentations/projects: 25 - preparing for exam: 20	70	Total number of hours	100	Number of ECTS credits	4
Total student effort													
form of student activities	number of hours for the implementation of activities												
classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 15	30												
student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 20 - preparing papers/presentations/projects: 25 - preparing for exam: 20	70												
Total number of hours	100												
Number of ECTS credits	4												

**TOURGUIDING – PRACTICAL SKILLS**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Tourguiding – practical skills/ Pilotaż i przewodnictwo w turystyce
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Field classes: 15 h Teaching methods: presentation, practical exercises, individual work
12.	Name, title/degree of the teacher/instructor Field classes instructor: Aneta Marek, dr;
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge of tourism.
14.	Course objectives The aim of the course is preparation of students to practice as a tourist guide, getting acquainted with work and problematic situations and learning methodology for guiding tourists.
15.	Course content 1. Touring workshop for tourist guide. 2. Professional profile of tourist guide. Rights and duties of the tourist guide. 3. Tourist's guide methodology - guided tours of selected monuments of Wrocław.

16.	Intended learning outcomes  P_W01: Student knows basic rights and duties of the tour guide  P_W02: Student knows professional terminology in the field of tour-leading and tourguiding  P_U01: Student independently collects the research material  P_U02: Student can provide information about the monuments of Wroclaw  P_K01: Student is aware of self-expanding knowledge  P_K02: Student is responsible for the safety of tourists  P_K03: Student is able to work in a team	Symbols of learning outcomes for particular fields of studies K_W02  K_W17, K_W06  K_U01  K_U09,K_U06  K_K07  K_K02  K_K01, K_K03, K_K05
17.	Required and recommended reading ( <i>sources, studies, manuals, etc.</i> )  Required reading <ul style="list-style-type: none"><li>Manning N., 2014, How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides</li><li>Mancini M., 2000, Conducitnig Tours: A Practical Guide, III edition, Delmar Cengage Learning</li></ul>	
18.	Assessment methods for the intended learning outcomes: e.g. - oral presentation (individual): K_W02, K_W17, K_W06, K_U01, K_U09,K_U06, K_K07, K_K02, K_K01, K_K03, K_K05	
19.	Credit requirements for individual components of the course/module: P_W01, P_W02, P_U01, P_U02, K_K01, P_K02, P_K03: oral presentation (individual)	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - field classes: 15	15
	student's own work (including group-work) such as: - being prepared for classes:5 - reading the suggested literature:15 - preparing presentations: 15	35
	Total number of hours	50
	Number of ECTS credits	2 ETCS

**INTERCULTURAL COMMUNICATION**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Intercultural communication/komunikacja międzykulturowa
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Department of Intercultural Communication; Institute of Journalism and Social Communication
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography– Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) winter
11.	Form of classes and number of hours Lectures: Classes: 15 Teaching methods: multimedia lecture, discussion.
12.	Name, title/degree of the teacher/instructor Coordinator: Aleksandra Matyja, mgr Classes instructor: Aleksandra Matyja, mgr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Basic knowledge of the globalization processes.
14.	Course objectives During the course students gain knowledge of the most important concepts and theories concerning intercultural communication and learn to understand their importance in the globalized world.

15.	<p>Course content</p> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Introduction to Intercultural Communication – definition, theoretical background, main areas of research. Definitions of culture and cultural identity.</li> <li>2. Stereotypes – origins, functions, and types. National stereotype and its role in intercultural encounters.</li> <li>3. Verbal and nonverbal communication and its intercultural context (basics of proxemics and chronemics, low- and high context communication).</li> <li>4. Introduction to culture dimensions theory. Individualism and Collectivism, High and Low Power Distance.</li> <li>5. Culture dimensions theory – continuation. Gender Egalitarianism, Uncertainty Avoidance, Expressive and Reserved Communication Style.</li> <li>6. Culture dimensions - conclusions and criticism. Case study of authentic intercultural encounters.</li> <li>7. Intercultural competence, its models and areas of application. Keys to successful intercultural relations.</li> <li>8. Culture shock and acculturation strategies: integration, assimilation, separation, and marginalization.</li> <li>9. Tourism as a specific case of intercultural encounters.</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Student knows and understands the most important concepts from within intercultural communication field;</p> <p>P_W02: Student has the knowledge of methods of intercultural research.</p> <p>P_U01: Students can analyse cases of intercultural communication based on the knowledge gathered.</p> <p>P_K01: Understands the need for continuous deepening of knowledge on intercultural communication while facing intensification of both internationalisation and globalisation processes.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02</p> <p>K_W11</p> <p>K_U02</p> <p>K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ol style="list-style-type: none"> <li>1. S. Ioppolo, Intercultural Communication. Connecting with Cultural Diversity, Prahan 2015.</li> <li>2. Piller, Intecultural Communication. A Critical Introduction, Edinburgh 2017.</li> </ol> <p>Recommended reading:</p> <ul style="list-style-type: none"> <li>• R. E. Nisbett, Geography of Thought, London 2011.</li> </ul>	

18.	Assessment methods for the intended learning outcomes: - test: K_W02, K_W11, K_U02, K_K07	
19.	Credit requirements for individual components of the course/module: P_W01, P_W02, P_U01, P_K01: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: - classes: 15 - lab classes: - field classes: - seminar: - other:	15
	student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 10 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 20	35
	Total number of hours	50
	Number of ECTS credits	2

## RESEARCH SEMINAR 1

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Research seminar 1 / Seminarium 1
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Seminar: 15 Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, individual work
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Widawski, dr hab. Lecturer: Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences none
14.	Course objectives The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to critically evaluate his own and other scientists' achievements. The programme of the first part of

	the seminar (first semester) includes particularly presentation of the main issues of the field of study, discussion about the thesis topic, main scientific aims, form and scope of the master's thesis, as well as preparation of a scientific methodology and basic stages of conducting the research.	
15.	<p>Course content</p> <p>Seminar:</p> <ol style="list-style-type: none"> <li>1. Formal and scientific rules of preparing a master's thesis, defining general topic and scope of the work .</li> <li>2. Presentation of main issues of the field of study and achievements of the Wrocław academic centre in the research topic.</li> <li>3. Presentation of all suggested master's thesis's topics and discussion about scope and aims of the researches.</li> <li>4. Presentation of the literature connected with the research topic as well as the scientific methodology.</li> <li>5. Presentation of the master's thesis conception.</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student knows all formal and substantial rules of preparing a master's thesis.</p> <p>P_U01: student is able to formulate unaided the scientific problem and aims of the master's thesis.</p> <p>P_U02: student is able to find by himself various sources of information and other materials needed for the thesis preparation.</p> <p>P_U03: student critically analyzes and evaluates the state of existing scientific knowledge about the master's thesis topic.</p> <p>P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p>P_K02: student understands the need to learn constantly and extend his professional competencies.</p> <p>P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W03, K_W09, K_W15</p> <p>K_U01, K_U03, K_U04, K_U16</p> <p>K_U01, K_U04,</p> <p>K_U05, K_U07</p> <p>K_K01, K_K07</p> <p>K_K04, K_K05, K_K07</p> <p>K_K02</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>According to tutors recommendation</p>	

	<p>Recommended reading</p> <p>According to tutors recommendation</p>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral presentation and preparation of a project - K_W03, K_W09, K_W15, K_U01, K_U03, K_U04, K_U16, K_U05, K_U07, K_K01, K_U07, K_K05, K_K04, K_K02</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>seminar: 100%</p> <p>P_W01, P_U01, P_U02, P_U03, P_K01, P_K02, P_K03: the final credit based on activity during classes (participation in the discussion), oral and written presentation (conception of the thesis, presentation of the literature).</p> <p>Scale of grades according to "Regulamin studiów UWrocław." (Studies statute of the University of Wrocław).</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - seminar: 15	15
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - writing a class report: 5 - preparing papers/presentations/projects: 10	35
	Total number of hours	50
	Number of ECTS credits	2

**TOURISM GEOGRAPHY OF EUROPEAN REGIONS**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Tourism geography of European regions / Geografia turystyczna Europy
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Classes: 10 Teaching methods: multimedia lecture, presentation, discussion, practical exercises, individual work, group work
12.	Name, title/degree of the teacher/instructor Coordinator: Piotr Migoń, prof. Lecturer: Piotr Migoń, prof.; Filip Duszyński, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences None
14.	Course objectives The main aim of the course is to acquaint students with environmental, historical and social background of tourism development in Europe and to present the most important tourist regions and urban destinations in Europe. Attention is paid to both tourist

	attractions and regional identity, as well to infrastructure, opportunities and constraints of tourism development.	
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Environmental and historical background of tourism in Europe</li> <li>2. European capitals as major centres of tourism</li> <li>3. Problems of tourism development in the Mediterranean Europe</li> <li>4. Tourism in Central Europe</li> <li>5. Tourism in Northern and north-western Europe</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Tourist attractions in selected European cities</li> <li>2. Conditions and prospects of tourism in European regions suffering from serious economical and political problems</li> <li>3. Touristic issues in the smallest European countries</li> <li>4. The influence of environmental conditions on the level of tourism development in selected European countries</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student knows the main European tourism regions.</p> <p>P_W02: student characterizes natural and cultural background of tourism development in European regions.</p> <p>P_W03: student identifies tourism attractiveness of selected European capitals</p> <p>P_U01: student is able to analyze the impact of current economic and political situation on tourism development in selected European countries.</p> <p>P_U02: student is able to evaluate natural and cultural attractiveness of selected European regions.</p> <p>P_U03: student is able to explain linkages between natural environment and tourism development in Europe.</p> <p>P_K01: student is aware of the necessity of permanent education and tracking environmental and cultural changes at the global scale.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W01, K_W03, K_W06, K_W07,</p> <p>K_W03, K_W14</p> <p>K_W04, K_W15</p> <p>K_U03, K_U05</p> <p>K_U01, K_U07, K_U08, K_U12</p> <p>K_U08, K_U10, K_U13</p> <p>K_K04, K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p>	

	- Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław.	
18.	Assessment methods for the intended learning outcomes: e.g. - written test: K_W01, K_W03, K_W04, K_W06, K_W07, K_W14, K_W15, K_K04, K_K07 - presentations: K_U01, K_U03, K_U05, K_U07, K_U08, K_U10, K_U13	
19.	Credit requirements for individual components of the course/module:  lecture: 50% written credit P_W01, P_W02, P_W03: exam with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0  Classes: 50% P_U01, P_U02, P_U03, P_K01: credit based on attendance to the classes, activity, preparation of all projects planned in the course programme and their public presentation	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 10	22
	student's own work: - reading the suggested literature: 20 - preparing presentations: 15 - preparing for tests and exam: 18	53
	Total number of hours	75
	Number of ECTS credits	3

## MARKETING IN TOURISM

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Marketing in tourism/Marketing w turystyce
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) summer
11.	Form of classes and number of hours Lectures: 24 Classes: 12 Teaching methods: multimedia lecture, discussion, study cases, practical exercises, preparations of reports,
12.	Name, title/degree of the teacher/instructor Coordinator: Magdalena Duda-Seifert, dr Lecturer: Magdalena Duda-Seifert, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about travel and tourism
14.	Course objectives Understanding of marketing concept role in tourist enterprise functioning. Apprehension of research methods and promotion tools.
15.	Course content

	<p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Marketing – concepts. Services characteristics</li> <li>2. Company environment</li> <li>3. Strategic planning.</li> <li>4. Marketing information system. Research plan, approaches, methods, instruments</li> <li>5. Market segmentation and targeting. Positioning</li> <li>6. Promotion-mix. Effective Communications</li> <li>7. Advertising message process and design. Choice of media.</li> </ol> <p>Exercises:</p> <ol style="list-style-type: none"> <li>1. Paper works based on Internet analysis and field works.</li> </ol>	
16.	<p>Intended learning outcomes</p> <p><b>P_W01:</b> Describes the concept of customer orientation in business.</p> <p><b>P_W02:</b> Defines Marketing Information System and explains its elements.</p> <p><b>P_W03:</b> Identifies and differentiates the idea of promotion and its different tools.</p> <p><b>P_U01:</b> Studies and evaluates market environment, indicates weaknesses and strengths of the company competitors.</p> <p><b>P_U02:</b> Creates the advertising campaign with use of different media, conceptualizes its idea and budget, designs the message.</p> <p><b>P_U03:</b> Prepares the presentations and demonstrates it for a group discussion.</p> <p><b>P_K01:</b> Develops an idea of a tourist product and project of advertising campaign</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p><b>K_W02, K_W04, K_W08</b></p> <p><b>K_W03, K_W05, K_W06</b></p> <p><b>K_W05, K_W06, K_W17</b></p> <p><b>K_U01, K_U03, K_U11</b></p> <p><b>K_U03, K_U10</b></p> <p><b>K_U04, K_U09, K_U16</b></p> <p><b>K_K01, K_K03, K_K05, K_K06</b></p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Kotler P., Bowen J.T., Makens J.C., 2005, <i>Marketing for Hospitality and Tourism</i>, , Pearson Edu.,</li> <li>• Middleton, V.T.C. Clarke J.R., 2001, <i>Marketing in Travel and Tourism</i>, Butterworth – Heinemann,</li> </ul> <p>Recommended reading:</p> <ul style="list-style-type: none"> <li>• Reilly R.T., 1988, <i>Travel and Tourism Marketing Techniques</i>, Delmar Publ.</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>- written examination: K_W02, K_W03, K_W04, K_W05, K_W06, K_W08, K_W17,</li> <li>- semester papers and presentation: K_U01, K_U03, K_U04, K_U09, K_U10, K_U11, K_U16, K_K01, K_K03, K_K05, K_K06.</li> </ul>	
19.	Credit requirements for individual components of the course/module:	

	<p>P_W01, P_W02, P_W03: written exam. Written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.</p> <p>P_U01, P_U02, P_U03, P_K01: monitoring attendance and progress on the course subject matter, oral presentation and paper works.</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 24 - classes: 12 - lab classes: - field classes: - seminar: - other:	36
	student's own work (including group-work) such as: - being prepared for classes: 11 - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - writing a class report: - preparing for tests and exam: 15	51
	Total number of hours	75
	Number of ECTS credits	3

## HOSPITALITY AND TOURISM PLANNING AND MANAGEMENT

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Hospitality and tourism planning and management/Planowanie i zarządzanie w turystyce i hotelarstwie
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography– Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Classes: 12 Teaching methods: multimedia lecture, discussion, study cases, preparation of report.
12.	Name, title/degree of the teacher/instructor Coordinator: Magdalena Duda-Seifert, dr Lecturer: Magdalena Duda-Seifert, dr Classes instructor: Magdalena Duda-Seifert, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about tourism.
14.	Course objectives Learning about management and planning in tourism and hospitality sectors, including trends, structures and competences.
15.	Course content

	<p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Tourism planning and management: concepts and issues</li> <li>2. Visitor attraction management and planning</li> <li>3. Area product management</li> <li>4. Tools and techniques in tourism planning and management</li> <li>5. Human Resources Management in Tourism</li> <li>6. Written test</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Museum visit</li> <li>2. Analysis of museum as a tourist product – discussion</li> <li>3. Analysis of the selected museum with the use of SWOT technique.</li> </ol>	
16.	<p>Intended learning outcomes</p> <p><b>P_W01:</b> Defines and describes main concepts within management and planning in tourism.</p> <p><b>P_W02:</b> Identifies structures and key players within the tourist destination management and planning.</p> <p><b>P_W03:</b> Indicates main trends in tourist attraction management and planning.</p> <p><b>P_U01:</b> Detects and critically analyzes structure and competences in the tourist destination management.</p> <p><b>P_U02:</b> Studies and evaluates management techniques in case of museum as tourist attraction.</p> <p><b>P_K01:</b> Works within the group during the discussion.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. <i>K_W01*</i>, <i>K_U05, K_K03</i></p> <p><b>K_W06, K_W08, K_W17</b></p> <p><b>K_W02, K_W05, K_W14</b></p> <p><b>K_W06, K_W15, K_W17</b></p> <p><b>K_U01, K_U03, K_U12</b></p> <p><b>K_U03, K_U06, K_U07</b></p> <p><b>K_K01, K_K03, K_K05</b></p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Swarbrooke J., 2007, <i>The Development and Management of Visitor Attractions</i>, Elsevier</li> <li>• Beech J., Chadwick S., 2005, <i>The Business of Tourism Management</i>, Pearson</li> </ul> <p>Recommended reading:</p> <ul style="list-style-type: none"> <li>• Inkson C., Minnaert L., 2012, <i>Tourism Management</i>, SAGE</li> <li>• Mason P., 2010, <i>Tourism impacts, planning and management</i>, Butterworth-Heinemann</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>- test: K_W02, K_W05, K_W06, K_W07, K_W11</li> <li>- individual semester paper: K_U01, K_U03, K_U06, K_U07, K_U10, K_U12, K_K01, K_K03, K_K05.</li> </ul>	
19.	<p>Credit requirements for individual components of the course/module:</p>	

	<p>P_W01, P_W02, P_W3: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.</p> <p>P_U01, P_U02, P_K01: monitoring attendance and progress on the course subject matter, semester individual paper.</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12 - lab classes: - field classes: - seminar: - other:	24
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects:20 - writing a class report: - preparing for tests and exam: 11	51
	Total number of hours	75
	Number of ECTS credits	3

## LANDSCAPE AND ARCHITECTURE STYLES

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Landscape and architecture styles/ style w architekturze i planowaniu krajobrazu
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – speciality: Tourism and Hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 24 Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work, group work, preparation of reports, etc.
12.	Name, title/degree of the teacher/instructor Coordinator: Anna Zaręba, dr Lecturer: Anna Zaręba, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Basic knowledge from the area of history of art
14.	Course objectives This lecture introduces students to the programmatic, artistic, and technical aspects of landscape architecture and styles in architecture. The idea of the course is to familiarize students with landscape design vocabulary and significant literature. The task is to present works and significant styles connected with landscape design and architecture from ancient time through the 19th century. During the lecture students explore the

	major theories of landscape architectural design and their relationships to broader cultural and theoretical practices	
15.	<p>Course content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Architecture and landscape architecture: definition, main features</li> <li>2. Ancient times: Egypt, Mesopotamia, Assyria. Architecture in ancient Greece and Rome</li> <li>3. Medieval architecture – Gothic and Romanesque main architectural features</li> <li>4. Renaissance architecture. Characteristic features of baroque architecture and baroque urban design</li> <li>5. Neoclassical architecture</li> <li>6. Arts and Craft, Art Nouveau and Art Deco architecture styles</li> <li>7. Early Modernist architecture</li> <li>8. Modern architecture: Postmodern and Neo futurist</li> <li>9. Asian architecture: <u>Japanese, Chinese and Islamic</u></li> </ol>	
16.	<p>Learning outcomes</p> <p>P_W01: Defining of the programmatic, artistic, and technical aspects of landscape architecture</p> <p>P_W02: Explaining, identifying landscape design vocabulary and significant literature</p> <p>P_U01:Analizing, Assessment of landscape design from ancient time through the 19th century</p> <p>P_U02: Exploring, Assessment of the major theories of landscape architectural design</p> <p>P_K01: Initiating of the work in groups, understanding of the necessity of constant learning</p>	<p>Outcome symbols, e.g.:</p> <p>K_W01, K_W02, K_W05,</p> <p>K_W03, K_W06</p> <p>K_U01, K_U07, K_U013</p> <p>K_U02, K_U05</p> <p>K_K01, K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Rogers E.B., 2001, Landscape Design: A Cultural and Architectural History, Harry N. Abrams, England</li> <li>• Cole E. (edit.),2003, A Concise History of Architectural Styles, by <a href="#">Emily Cole</a> (Editor), Gardners Books</li> </ul> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>• Hopkins O., 2014, Architectural Styles: A Visual Guide, Laurence King Publishing</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral or written examination: K_W01, K_W02, K_W03, K_W05, K_W06, K_U01, K_U02, K_U05, K_U07, K_U13, K_K01, K_K07</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>lecture: Written test</p>	

	P_W01, P_W02, P_U01, P_U02, P_K01: Written test, positive remark on the basis of 50 % correct answers	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 24	24
	student's own work (including group-work) such as: - reading set literature: 25 - preparing for exam: 26	51
	Total number of hours	75
	Number of ECTS credits	3

## TRANSPORT IN TOURISM

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Transport in tourism/Transport w turystyce
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) summer
11.	Form of classes and number of hours Lectures: 12 Classes: 12 Teaching methods: multimedia lecture, discussion, study cases, preparation of report.
12.	Name, title/degree of the teacher/instructor Coordinator: Magdalena Duda-Seifert, dr Lecturer: Magdalena Duda-Seifert, dr Classes instructor: Magdalena Duda-Seifert, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about tourism.
14.	Course objectives Learning about the range of different forms of transportation and their relation to tourism. Apprehension of the hotel systems development in the world
15.	Course content

	<p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Transport and tourism</li> <li>2. Air transport in tourism.</li> <li>3. Water transport in tourism.</li> <li>4. Railway transport in tourism</li> <li>5. Written test</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Elaboration of a report on a selected destination: transport and tourism.</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Identifies and differentiates forms of transport organization and their relation to tourism</p> <p>P_W02: Defines transport systems</p> <p>P_U01: Analyzes and evaluates the potential towards the actual use of transport in tourism in the selected geographical region.</p> <p>P_U02: Categorizes and demonstrates the phenomena of different forms of transportation within their spatial conditions.</p> <p>P_K01: Self-elaborates the thorough analysis of the mutual relation of transport system and tourism in selected destination</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W01, K_W02, K_W08</p> <p>K_W06, K_W07</p> <p>K_U01, K_U03</p> <p>K_U04, K_U09, K_U10</p> <p>K_K04</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Holloway J.Ch., 2006, <i>The Business of tourism</i>, Pearson Ltd., Gosport,</li> <li>• Page S., 2005, <i>Transport and Tourism: Global perspectives</i> (Themes in Tourism), Prentice Hall</li> </ul> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>• Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, <i>Tourism: principles and practice</i>, Pearson Ltd., Harlow, pp. 384-501</li> <li>• Page S.J., Connell J., 2009, <i>Tourism, a modern synthesis</i>, CENGAGE</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>- test: K_W01, K_W01, K_W06, K_W07, K_W08</li> <li>- individual semester paper: K_U01, K_U03, K_U04, K_U09, K_U10, K_K01, K_K04</li> </ul>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>P_W01, P_W02: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.</p>	

	P_U01, P_U02, P_K01: monitoring attendance and progress on the course subject matter, semester individual paper.	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12 - lab classes: - field classes: - seminar: - other:	24
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 20 - writing a class report: - preparing for tests and exam: 11	51
	Total number of hours	75
	Number of ECTS credits	3

## INTERNATIONAL ENTREPRENEURSHIP

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English International entrepreneurship/Przedsiębiorczość międzynarodowa
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Law, Administration and Economy, Institute of Economic Sciences, Economic Policy Department
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Classes: 12 Teaching methods: multimedia lecture, discussion.
12.	Name, title/degree of the teacher/instructor Coordinator: Justyna Ziobrowska, mgr Lecturer: Justyna Ziobrowska, mgr Classes instructor: Justyna Ziobrowska, mgr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about tourism.
14.	Course objectives The seminar will develop students' understanding of entrepreneurship in an international context through considering a range of key issues and topics. By the end of this course, students will have gained fundamental knowledge on theoretical and practical entrepreneurial mechanisms.

15.	<p>Course content</p> <ol style="list-style-type: none"> <li>1. International entrepreneurship introduction (General Information: The basic concepts of entrepreneurship, Entrepreneurial orientation, Innovation)</li> <li>2. Entrepreneurial skills. Types of entrepreneurs (Leadership of an entrepreneur, success factors, effective entrepreneurs, advantages and disadvantages of being a business owner, people who should never become an entrepreneur)</li> <li>3. Global and national context for entrepreneurship and enterprise development (Global markets and trade. International Entrepreneurship Environment. International vs. Domestic Entrepreneurship)</li> <li>4. Business planning. Structure of business plan.</li> <li>5. Business financing (The value of money, Business angels, Start-up funds, crowdfunding, crowdsourcing, social lending)</li> <li>6. Personnel in business (The role of Culture in IE, Business etiquette, Teamwork)</li> <li>7. The Art of Negotiating (Business Negotiating, International Contracts, Multicultural Negotiation and Conflict Resolution)</li> </ol>		
16.	<table border="1"> <tr> <td data-bbox="276 907 890 2016"> <p>Intended learning outcomes</p> <p>P_W1: Student has the knowledge about global markets and trade, international contracts, trade barriers, foreign cultures and customs.</p> <p>P_W2: Student understands the functioning of the modern company in the international context.</p> <p>P_W3: Student can define entrepreneurship, describe types and forms of entrepreneurship and entrepreneurial orientation.</p> <p>P_W4: Student has knowledge of the forms of business financing.</p> <p>P_W5: Student has knowledge about business etiquette.</p> <p>P_U1: Student is able to identify and select from alternative international business opportunities, strategies and models of market entry.</p> <p>P_U2: Student is able to identify links between businesses and institutions that constitute domestic and international economic environments.</p> </td><td data-bbox="890 907 1516 2016"> <p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02;</p> <p>K_W15, K_W16;</p> <p>K_W16</p> <p>K_W16</p> <p>K_W13</p> <p>K_U11; K_U13</p> <p>K_U12</p> <p>K_U15</p> </td></tr> </table>	<p>Intended learning outcomes</p> <p>P_W1: Student has the knowledge about global markets and trade, international contracts, trade barriers, foreign cultures and customs.</p> <p>P_W2: Student understands the functioning of the modern company in the international context.</p> <p>P_W3: Student can define entrepreneurship, describe types and forms of entrepreneurship and entrepreneurial orientation.</p> <p>P_W4: Student has knowledge of the forms of business financing.</p> <p>P_W5: Student has knowledge about business etiquette.</p> <p>P_U1: Student is able to identify and select from alternative international business opportunities, strategies and models of market entry.</p> <p>P_U2: Student is able to identify links between businesses and institutions that constitute domestic and international economic environments.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02;</p> <p>K_W15, K_W16;</p> <p>K_W16</p> <p>K_W16</p> <p>K_W13</p> <p>K_U11; K_U13</p> <p>K_U12</p> <p>K_U15</p>
<p>Intended learning outcomes</p> <p>P_W1: Student has the knowledge about global markets and trade, international contracts, trade barriers, foreign cultures and customs.</p> <p>P_W2: Student understands the functioning of the modern company in the international context.</p> <p>P_W3: Student can define entrepreneurship, describe types and forms of entrepreneurship and entrepreneurial orientation.</p> <p>P_W4: Student has knowledge of the forms of business financing.</p> <p>P_W5: Student has knowledge about business etiquette.</p> <p>P_U1: Student is able to identify and select from alternative international business opportunities, strategies and models of market entry.</p> <p>P_U2: Student is able to identify links between businesses and institutions that constitute domestic and international economic environments.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02;</p> <p>K_W15, K_W16;</p> <p>K_W16</p> <p>K_W16</p> <p>K_W13</p> <p>K_U11; K_U13</p> <p>K_U12</p> <p>K_U15</p>		

	<p>P_U3: Student is able to use basic theories that explain entrepreneurial behavior.</p> <p>P_U4: Student is able to communicate in foreign language using corresponding terminology.</p> <p>P_U5: Student is able to understand foreign cultures and customs.</p> <p>P_K1: Student understands the significance of entrepreneurship in an international context</p>	<p>K_U10</p> <p>K_U12</p> <p>K_K07</p>						
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>1. Hisrich R., D., 2012, International Entrepreneurship: Starting, Developing and Managing,</p> <p>2. Bygrav, W.D. and Zacharakis A., 2010, The Portable MBA in Entrepreneurship, J. Wiley &amp; Sons,</p> <p>3. Zimmerer T.W., Essential of Entrepreneurship and Small Business Management,</p> <p>4. Kaplan J.M. and Warren A.C., 2010, Patterns of Entrepreneurship Management,</p> <p>Recommended reading</p> <p>1. Samli and A. Coskun International Entrepreneurship Innovative Solutions for a Fragile Planet,</p> <p>2. Hamid E., Wright R.W., 2003, Globalization and Entrepreneurship: Policy and Strategy Perspectives,</p> <p>3. Katz J.A., Green R.P, 2010, Entrepreneurial Small Business (2nd Ed),</p>							
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <p>- test: K_W02, K_W13, K_W15, K_W16, K_U10, K_U11, KU12, K_U13, K_U15, K_K07</p>							
19.	<p>Credit requirements for individual components of the course/module:</p> <p>P_W01, P_W02, P_W03, P_W04, P_W05, P_U01, P_U02, P_U03, P_U04, PU_05, P_K01: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.</p> <p>P_U01, P_U02, P_U03, P_U04, PU_05, P_K01: monitoring attendance and progress on the course subject matter.</p>							
20.	<p>Total student effort</p> <table><tr><th>form of student activities</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12 - lab classes: - field classes: - seminar: - other:</td><td>24</td></tr><tr><td>student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 20 - preparing papers/presentations/projects: - writing a class report:</td><td>51</td></tr></table>		form of student activities	number of hours for the implementation of activities	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12 - lab classes: - field classes: - seminar: - other:	24	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 20 - preparing papers/presentations/projects: - writing a class report:	51
form of student activities	number of hours for the implementation of activities							
classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12 - lab classes: - field classes: - seminar: - other:	24							
student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 20 - preparing papers/presentations/projects: - writing a class report:	51							

	- preparing for tests and exam: 21	
	Total number of hours	75
	Number of ECTS credits	3

## MASTER THESIS WORKSHOP

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Master thesis workshop / Praktyka dyplomowa
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – specialization: Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Master thesis workshop: 3 weeks Teaching methods: Individual work, preparation of reports
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Widawski, dr hab. Lecturer: Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Rudiments of tourism geography theory and rudiments of tourism geography research methods
14.	Course objectives With the use of the acquired theoretical knowledge the students participates in obligatory field research needed in master thesis preparation
15.	Course content

	During field activities the students gather materials necessary to write their master thesis dissertation. They verify the acquired skills of conducting field research and gather archive materials	
16.	<p>Intended learning outcomes</p> <p>P_U01: participates in field activities</p> <p>P_U02: prepares lecture query</p> <p>P_U03: gathers data and systematizes the acquired knowledge</p> <p>P_K01: understands the need of ethical behaviour and activities</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_U01, K_U06</p> <p>K_U03, K_U07</p> <p>K_U07, K_U08</p> <p>K_K01, K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>According to tutors recommendation</p> <p>Recommended reading</p> <p>According to tutors recommendation</p>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- preparation of a report - K_U01, K_U06, K_U03, K_U07, K_U08, K_K01, K_K07</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>P_U01, P_U02, P_U03, P_K01: Preparing tasks and presenting them in a form of an essay or presenting data gathered for the purpose of the master thesis</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - field classes: 3 weeks	3 weeks
	student's own work (including group-work) such as: - being prepared for classes: 60 - reading the suggested literature: 10 - writing a class report: 5	75
	Total number of hours	3 weeks
	Number of ECTS credits	3

## RESEARCH SEMINAR 2

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Research seminar 2 / Seminarium 2
2.	Discipline Socio – economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Seminar: 24 Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, individual work
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Widawski, dr hab. Lecturer: Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Research seminar 1
14.	Course objectives The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to

	critically evaluate his own and other scientists' achievements. The programme of the second part of the seminar (second semester) includes particularly presentation of results of scientific literature and materials investigation as well as discussion about the research procedure during preparation of the master's thesis.	
15.	<p>Course content</p> <p>Seminar:</p> <ol style="list-style-type: none"> <li>6. Presentation of the state of existing scientific knowledge about the master's thesis topic, scientific materials and research procedure used during preparation of the master's thesis (detailed stages of conducting the research).</li> <li>7. Discussion about the written seminar work (paper).</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student knows the state of knowledge connected with the master's thesis topic well enough to properly situate his own work in a wider context of the particular field of study achievements.</p> <p>P_U01: student formulates research stages in order to successfully accomplish the master's thesis.</p> <p>P_U02: student is able to find by himself various sources of information and other materials needed for the thesis preparation.</p> <p>P_U03: student improves his abilities of oral and written expression according to scientific presentation rules.</p> <p>P_U04: student designs the structure of the thesis.</p> <p>P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p>P_K02: student understands the need to learn constantly and extend his professional competences.</p> <p>P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02, K_W05, K_W07</p> <p>K_U02, K_U03, K_U04</p> <p>K_U01, K_U12, K_U13</p> <p>K_U05, K_U06</p> <p>K_U05, K_U08</p> <p>K_K05</p> <p>K_K04, K_K07</p> <p>K_K02</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>According to tutors recommendation</p> <p>Recommended reading</p>	

	According to tutors recommendation	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral presentation and preparation of a project - K_W02, K_W05, K_W07, K_U02, K_U03, K_U04, K_U01, K_U12, K_U13, K_U05, K_U06, K_U08, K_K05, K_K04, K_K07, K_K02</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>P_W01, P_U01, P_U02, P_U03, P_U04, P_K01, P_K02, P_K03: the final credit based on activity during classes, participation in the discussion and a written seminar work (paper) connected with the research topic (investigation of scientific literature and materials useful for the thesis or description of the research methodology).</p> <p>Scale of grades according to of "Regulamin studiów UWr." (Studies statute of the University of Wrocław).</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - seminar: 24	24
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 6 - preparing papers/presentations/projects: 10	26
	Total number of hours	50
	Number of ECTS credits	2

## FIELD CLASSES

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Field Classes / Ćwiczenia terenowe
2.	Discipline Socio – economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Field classes: 64 Teaching methods: practical exercises, individual work, group work
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Widawski, dr hab. Field classes instructor: Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Tour-leading and tour-guiding – practical skills. Tourist product
14.	Course objectives The main aim of the course is to acquaint students with the preparation process and implementation of a tourist product on the basis of tourist values: leisure, touring culture and nature
15.	Course content Field classes:

	<ol style="list-style-type: none"> <li>1. Participation in tourist fairs in the country or abroad</li> <li>2. Organization of a tourist trip, acquainting with the techniques of preparing the accommodation and transport offer</li> <li>3. Familiarization with the main tourist values of the selected region and sightseeing centers abroad</li> <li>4. Implementation of a pre-established and prepared tourist program</li> <li>5. Participation in a sightseeing trip in selected tourist centers and towns in a selected tourist region</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: learns how to organize and operate a tourist product in practice</p> <p>P_W02: learns ways to promote entities operating on the tourist market</p> <p>P_W03: learns about the most important tourist values of the region shaping the tourist offer</p> <p>P_U01: can determine the specificity of contact with the client</p> <p>P_U02: knows how to link geographic information to the tourist needs of clients</p> <p>P_K01: is able to creatively establish contact with the recipient of a tourist product</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. <i>K_W01*</i>, <i>K_U05</i>, <i>K_K03</i></p> <p>K_W06, K_W16, K_W17</p> <p>K_W02, K_W11, K_W16</p> <p>K_W02, K_W04, K_W15</p> <p>K_U06, K_U07, K_U12,</p> <p>K_U11, K_U13, K_U15</p> <p>K_K01, K_K02, K_K03, K_K06, K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>Manning N., 2014, How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides, Mancini M., 2000, Conducitnig Tours: A Practical Guide, III edition, Delmar Cengage Learning</p> <p>Recommended reading</p> <p>Zarządzanie turystyką, (red. Pender L., Sharpley R.), 2008,: Polskie Wydawnictwo Ekonomiczne, Warszawa</p>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral presentation and preparation and implementation of a project - K_W06, K_W16, K_W17, K_W02, K_W11, K_W04, K_W15, K_U06, K_U07, K_U12, K_U11, K_U13, K_U15, K_K01, K_K02, K_K03, K_K06, K_K07</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: credit on the base of attendance, active participation and written report presenting activities of particular days. Pass grade after receiving 50% correct answers, grade scale used according to Regulamin studiów UWr.</p> <p>Scale of grades according to of "Regulamin studiów UWr." (Studies statute of the University of Wrocław).</p>	

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - field classes: 64	64
	student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 10 - preparing papers/presentations/projects: 10 - writing a class report: 5	40
	Total number of hours	104
	Number of ECTS credits	4

## BUSINESS TOURISM

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Business tourism / Turystyka biznesowa
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Optional
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Teaching methods Lectures: Interactive lecture, multimedia presentation
12.	Name, title/degree of the teacher/instructor Coordinator: Agnieszka Rozenkiewicz, dr Lecturer: Agnieszka Rozenkiewicz, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Basics knowledge of tourism, marketing and management
14.	Course objectives - to provide knowledge on the current trends in business tourism development; - to analyze the main challenges and problems of business tourism, including its diverse forms;

	- to illustrate the theoretical knowledge with practical examples.	
15.	<p>Course content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Introduction to business tourism; business tourism in Poland</li> <li>2. Institutions advertising, organizing and supporting business tourism in Poland</li> <li>3. Corporate tourism. Meetings industry (MICE)</li> <li>4. Exhibitions in the tourism industry - B2B</li> <li>5. Incentive tourism</li> <li>6. Test and evaluation</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Defines and categorizes business tourism</p> <p>P_W02: Explains the problems of business tourism</p> <p>P_W03: Understands the significance of the development of various forms of tourism in the modern world</p> <p>P_U01: Is able to define and classify business tourism applying the tourism geography methodology</p> <p>P_U02: Interprets, synthesizes the tourism data and evaluates business tourism development</p> <p>P_U03: Makes inferences concerning the quality of business tourism services and assesses their potential</p> <p>P_K01: student understands the need to use specialist terminology specific to the tourism sector and identifies the cause-effect relations between factors determining the tourism attractiveness and their coherence with the development of different forms of tourism.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02, K_W06, K_W07, K_W08</p> <p>K_W03, K_W05</p> <p>K_W04, K_W12</p> <p>K_U02, K_U04, K_U09</p> <p>K_U03, K_U08</p> <p>K_U07, K_U12, K_U15,</p> <p>K_K01, K_K04, K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• International Business and Tourism: Global issues, contemporary interactions, (ed.) Coles T., Hall C.M., 2008, Routledge, London</li> </ul> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>• Holloway Ch., Humphreys C., The Business of Tourism, 2012, 9<sup>th</sup> edition, Pearson Education Limited, Essex</li> </ul>	
18.	Assessment methods for the intended learning outcomes:	

	Lecture: Written test – K_W02, K_W03, K_W04, K_W05, K_W06, K_W07, K_W08, K_W12, K_U02, K_U03, K_U04, K_U07, K_U08, K_U09, K_U12, K_U15, K_K01, K_K04, K_K07	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Lecture: written test</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: a written test with open and closed questions; in order to pass, a student has to score at least 50% of the maximum number of points + 1.</p> <p>The grading scale is in accordance with the Study Regulations of the University of Wrocław.</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
	student's own work (including group-work) such as: - being prepared for classes: - reading the suggested literature: 6 - preparing papers/presentations/projects: - preparing for tests and exam: 7	13
	Total number of hours	25
	Number of ECTS credits	1

**CONTEMPORARY TENDENCES IN TOURISM**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Contemporary tendencies in tourism / Współczesne trendy w turystyce
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Optional
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Teaching methods: multimedia lecture, mini-lecture, individual work
12.	Name, title/degree of the teacher/instructor Coordinator: Janusz Łach, dr Lecturer: Janusz Łach, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about tourism and the tourism market, basic abilities of tourists servicing
14.	Course objectives Obtainment of the basic terminology and knowledge about international tourism in the context of contemporary changes. Acquaintance with the most important trends in tourism on the basis of tourists' motivations and behaviors analysis and tourist infrastructure development. Identifying advantages and disadvantages of new forms of

	tourism across the world, as well as cultural, confessional and political barriers of contemporary tourism forms development.	
15.	<p>Course content</p> <p>Lecture:</p> <ol style="list-style-type: none"> <li>1. Classification of the contemporary international tourism. Analysis of the tourist movement.</li> <li>2. Development determinants of different types of tourism. Contemporary trends in cultural, nature and alternative tourism.</li> <li>4. Threats to the international tourism development, with special regard to terrorism.</li> <li>5. The economic role of tourism – future trends (space and underwater tourism).</li> <li>6. Modern tourism products, and tourist amenities and services .</li> <li>7. Tourism and the innovations of the 21<sup>st</sup> century.</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student defines and categorizes new trends in international tourism.</p> <p>P_W02: student competently recognizes and explains the issues of new forms of tourism development.</p> <p>P_W03: student understands the significance and general trends in the development of different types of tourism of the contemporary world</p> <p>P_U01: student defines and classifies new forms of tourism, with special regard to adventure tourism</p> <p>P_U02: student interprets and prepares a synthesis of obtained data, prepares an assessment of trends of the 21<sup>st</sup> century tourism development.</p> <p>P_U03: student draws conclusions about the tourism market and tourist services in the context of their new quality.</p> <p>P_K01: student understands the need to use specialist terminology specific to the tourism sector and identifies the cause-effect relations between factors determining tourism development.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W03, K_W06, K_W07, K_W15</p> <p>K_W03, K_W14</p> <p>K_W04, K_W15</p> <p>K_U03, K_U05, K_U06</p> <p>K_U01, K_U02</p> <p>K_U07, K_U10, K_U13,</p> <p>K_K01, K_K03, K_K05</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Recommended literature:</p> <ul style="list-style-type: none"> <li>• Aitchison C., MacLead N.E., Shaw S.J., 2002, Leisure and Tourism Landscapes: Social and cultural geographies, Routledge, London – New York.</li> <li>• Tribe J., 1999, The economics of leisure and tourism. Oxford: Butterworth-Heinemann.</li> <li>• Wall G., Mathieson A., 2006, Tourism: change, impacts and opportunities, Pearson Education Limited, Harlow, Essex, UK.</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <p>- oral or written examination - K_W01, K_W02, K_W03, K_U01, K_U02, K_U03, K_K01</p>	

19.	Credit requirements for individual components of the course/module: lecture: written credit  P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
	student's own work (including group-work) such as: - reading set literature: 6 - preparing for exam: 7	13
	Total number of hours	25
	Number of ECTS credits	1

## POLITICS AND TOURISM

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Politics and Tourism / Polityka i turystyka
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) optional
7.	Field of studies (major, if applicable) Geography – Tourism and Hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) summer
11.	Form of classes and number of hours Lectures: 12 Teaching methods: Multimedia lecture, mini-lecture, presentation, discussion.
12.	Name, title/degree of the teacher/instructor Coordinator: Sylwia Dołzbłasz, dr hab. Lecturer: Sylwia Dołzbłasz, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge of the world politics
14.	Course objectives The main aim of the lecture is to acquaint students with the diversity of the contemporary world in terms of political features and with the political conditioning of processes that are taking place. It presents the most important interrelations between politics and tourism on the local, national and global level. The lecture helps student to possess the ability to understand and analyze the ongoing political processes and their effects on tourism functioning and development.

15.	<p>Course content</p> <p>Lecture:</p> <ol style="list-style-type: none"> <li>1. Political and geopolitical conditions of tourism</li> <li>2. Relations between political issues and tourism on local, regional and national level</li> <li>3. Political impact of tourism</li> <li>4. Tourism and political borders</li> <li>5. Political borders as a tourist attraction</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student identifies the most important interrelations between political phenomena and tourism.</p> <p>P_W02: student characterizes political factors influencing tourism development.</p> <p>P_W03: student identifies the role of political borders and their types in tourism development.</p> <p>P_U01: student can identify contemporary political processes significant in terms of tourism.</p> <p>P_U02: student analyses and evaluates political conditions of selected regions in the context of tourism</p> <p>P_U03: student correctly identifies and characterizes different types of political borders and accurately evaluates the role in tourism development and their potential as a tourist attractions.</p> <p>P_K01: student understands the need to use specialist terminology, to broaden competence and deepen knowledge and the need for systematic tracking of the changes in political situation in the world</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02, K_W06, K_W17</p> <p>K_W02, K_W06, K_W07</p> <p>K_W02, K_W06, K_W07, K_W17</p> <p>K_U10, K_U01</p> <p>K_U01, K_U10</p> <p>K_U01, K_U10</p> <p>K_K04</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Hall C.M., 1994, <i>Tourism and Politics: Power, Policy and Place</i>, John Wiley &amp; Sons</li> <li>• D. J. Timothy, 2014, <i>Tourism and Political Boundaries</i> (Routledge Advances in Tourism), Routledge</li> </ul> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>• Church A., Coles T., 2007, <i>Tourism, Power and Space</i>, Routledge</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <p>- oral or written examination - K_W02, K_W06, K_W07, K_W17, K_U01, K_U10, K_K04</p>	

19.	Credit requirements for individual components of the course/module:	
	<p>Lecture</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01 - exam (written or oral) - test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.</p> <p>Scale of grades:</p> <p>0-50% of the maximum amount of points – grade 2,0</p> <p>51-60% of the maximum amount of points – grade 3,0</p> <p>61-70% of the maximum amount of points – grade 3,5</p> <p>71-80% of the maximum amount of points – grade 4,0</p> <p>81-90% of the maximum amount of points – grade 4,5</p> <p>91-100% of the maximum amount of points – grade 5,0</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: - lab classes: - field classes: - seminar: - other:	12
	student's own work (including group-work) such as: - being prepared for classes: - reading the suggested literature: 6 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 7	13
	Total number of hours	25
	Number of ECTS credits	1

**REGIONAL GEOGRAPHY OF CENTRAL EUROPE**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Regional geography of Central Europe / Geografia regionalna Europy Środkowej
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code 30-GF-TR-S2-E1-maRG
6.	Type of course/module ( <i>mandatory or optional</i> ) Optional
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) First
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Teaching methods: Multimedia lecture, mini-lecture, individual work
12.	Name, title/degree of the teacher/instructor Coordinator: Janusz Łach, dr Lecturer: Janusz Łach, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about physical and socio-economical geography of Europe
14.	Course objectives The main aim of the lecture is to acquaint students with physiographical, cultural and political regionalization of Central Europe and to present characteristics of various regions according to the most important features of the natural environment and the potential of cultural heritage. The lecture helps student to possess the ability to analyze the spatial differentiation of geographic environment and to evaluate the potential of Central European tourism regions.

15.	<p>Course content</p> <p>Lecture:</p> <ol style="list-style-type: none"> <li>1. Natural, cultural and political borders of Central Europe.</li> <li>2. Characterization of physiographical regions of Central Europe.</li> <li>3. Description of cultural landscapes of Central Europe.</li> <li>4. Tourism and landscape values of Central Europe and their potential for development of different types of tourism.</li> <li>5. Landscapes of Central Europe – major trends of their evolution.</li> </ol>	
16.	<p>Learning outcomes</p> <p>P_W01: student identifies the physical, cultural and political space (landscapes) of Central Europe.</p> <p>P_W02: student characterizes both natural and cultural factors of different European landscapes' evolution.</p> <p>P_W03: student defines the tourist potential based on the evaluation of landscape values.</p> <p>P_U01: student can define all criteria of physical, cultural and political regionalization of Central Europe.</p> <p>P_U02: student analyses and evaluates natural and cultural potential of selected regions.</p> <p>P_U03: student correctly identifies, classifies and characterizes tourism resources (tourist potential) and accurately evaluates the potential of Central Europe for development of different types of tourism, with regard to sustainable development.</p> <p>P_K01: student understands the need to use specialist terminology specific to regional geography</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g.</p> <p>K_W03, K_W06, K_W07, K_W09</p> <p>K_W03, K_W14</p> <p>K_W04, K_W15</p> <p>K_U03, K_U05, K_U11</p> <p>K_U01, K_U10</p> <p>K_U07, K_U10, K_U14</p> <p>K_K01, K_K03, K_K05</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Recommended literature:</p> <ul style="list-style-type: none"> <li>• Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław.</li> <li>• Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River.</li> </ul>	

18.	Assessment methods for the intended learning outcomes: - written examination - K_W03, K_W04, K_W06, K_W07, K_W09, K_W14, K_W15, K_U01, K_U03, K_U05, K_U07, K_U10, K_U11, K_U14, K_K01, K_K03, K_K05	
19.	Credit requirements for individual components of the course/module:  written credit  P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2,0 51-60% of the maximum amount of points – grade 3,0 61-70% of the maximum amount of points – grade 3,5 71-80% of the maximum amount of points – grade 4,0 81-90% of the maximum amount of points – grade 4,5 91-100% of the maximum amount of points – grade 5,0	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
	student's own work (including group-work) such as: - reading set literature: 6 - preparing for exam: 7	13
	Total number of hours	25
	Number of ECTS credits	1

**TOURISM GEOGRAPHY OF AMERICAS**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Tourism geography of Americas / Geografia turystyki Ameryk
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – specialization: Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 15 Teaching methods: multimedia lecture, presentation, discussion, case studies
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Kołodziejczyk, dr Lecturer: Krzysztof Kołodziejczyk, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Rudiments of the tourism and regional geography of the world.
14.	Course objectives Tourist regionalization of the American countries, environmental and cultural conditions of the tourism development, main tourist values and position of the continent on tourist market.
15.	Course content Lectures:

	5. Natural conditions of tourism development on both American continents 6. Cultural conditions of tourism development on the North America 7. Cultural conditions of tourism development on the South America 8. The most important tourist attractions of the region 9. Size and structure of tourist traffic in America 10. Main forms of tourism in America	
16.	Intended learning outcomes  P_W01: knows the conditions of the tourist development on both American continents  P_W02: identifies the most important tourist values of Americas  P_W03: recognises and names the main forms of tourism present in the chosen countries of North and South Americas  P_U01: analyses tourist attractiveness of chosen regions  P_U02: recognises important resources of main tourist destinations of a region  P_K01: identifies cause-effect relationship of different factors influencing tourist attractiveness	Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03  K_W02, K_W03, K_W14  K_W03, K_W06, K_W09  K_W01, K_W03, K_W06, K_W09, K_W11, K_W17  K_U01, K_U03, K_U05  K_U07, K_U10, K_U13  K_K01, K_K03, K_K05
17.	Required and recommended reading ( <i>sources, studies, manuals, etc.</i> )  Required reading <ul style="list-style-type: none"> <li>Boniface B., Cooper C., Cooper R., 2012, <i>Worldwide destinations: the geography of travel and tourism</i>, Routledge, London.</li> <li>Knox P.L., Maraton S.A., 2003, <i>Human Geography: Places and Regions in Global Context</i>, Person Education, Upper Saddle River.</li> </ul> Recommended reading <ul style="list-style-type: none"> <li>Kurek W. (red.), 2012, <i>Regiony turystyczne świata</i>, Wydawnictwo Naukowe PWN, Warszawa.</li> <li>Kruczek Z. (red.), 2009, <i>Kraje pozaeuropejskie. Zarys geografii turystycznej</i>, Wydawnictwo Proksenia, Kraków.</li> <li>Warszyńska J., (red), 2003, <i>Geografia turystyczna świata</i>, Część II, Wyd. Naukowe PWN, Warszawa.</li> <li>Makowski J., (red.), 2008, <i>Geografia regionalna świata</i>, Wydawnictwo Naukowe PWN, Warszawa.</li> </ul>	
18.	Assessment methods for the intended learning outcomes: written examination – K_W01, K_W02, K_W03, K_W06, K_W09, K_W11, K_W14, K_W17, K_U01, K_U03, K_U05, K_U07, K_U10, K_U13, K_K01, K_K03, K_K05	
19.	Credit requirements for individual components of the course/module:  lecture: written examination P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: Written examination with open and multiple choice questions, pass grade after receiving more than 50% correct answers, grade scale used according to Regulamin studiów UWr. Elements and importance influencing the final grade: lecture 100%	
20.	Total student effort	

	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15	15
	student's own work (including group-work) such as: - reading the suggested literature: 15 - preparing for tests and exam: 20	35
	Total number of hours	50
	Number of ECTS credits	2

**TOURISM GEOGRAPHY OF ASIA AND AUSTRALIA**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Tourism Geography of Asia and Australia / Geografia Turystyczna Azji i Australii
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) II
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 15 Teaching methods: multimedia lecture
12.	Name, title/degree of the teacher/instructor Coordinator: Piotr Migoń, prof. Lecturer: Piotr Migoń, prof.; Agnieszka Latocha, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences None
14.	Course objectives The aim of this subject is to present natural, social and geopolitical conditions of the development of tourist movement in Asia, Australia and Oceania, discussion on positive and negative aspects of the tourism development and chosen examples of regions and places of special tourism attractiveness
15.	Course content 1. Environmental background of tourism development in Asia, Australia and Oceania.

	2. Social and geopolitical conditions of tourism movement of Asia and Australia and related changes 3. Selected tourist destinations in Asia and problems of relations: tourist movement – natural environment – local groups – Near East, India, Thailand, Vietnam, China 4. Tourism geography of Australia 5. Tourism geography of New Zealand and Oceania	
16.	<p>Intended learning outcomes</p> <p>P_W01: Knows and understands natural, social and geopolitical conditions of the development of tourist movement in Asia, Australia and Oceania</p> <p>P_W02: Understands concepts connected with the negative influence of tourist movement development on local natural and social environment</p> <p>P_W03: Knows the main tourist attractions of selected countries in Asia and Australia</p> <p>P_U01: Is able to point positive and negative results of the tourism development on the natural environment and local groups</p> <p>P_K01: Understands the need of constant knowledge deepening and studying</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W01, K_W06, K_W07</p> <p>K_W01, K_W02, K_W03</p> <p>K_W07, K_W14</p> <p>K_U01, K_U13</p> <p>K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>- Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London.</p> <p>Recommended reading</p>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <p>- written test: K_W01, K_W02, K_W03, K_W06, K_W07, K_W14, K_U01, K_U13, K_K07</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Lecture: written credit</p> <p>P_W01, P_W02, P_W03, P_U01, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.</p> <p>Scale of grades:</p> <p>0-50% of the maximum amount of points – grade 2.0</p> <p>51-60% of the maximum amount of points – grade 3.0</p> <p>61-70% of the maximum amount of points – grade 3.5</p> <p>71-80% of the maximum amount of points – grade 4.0</p> <p>81-90% of the maximum amount of points – grade 4.5</p> <p>91-100% of the maximum amount of points – grade 5.0</p> <p>Lecture evaluation: 100%</p>	

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15	15
	student's own work: - reading the suggested literature: 20 - preparing for tests and exam: 15	35
	Total number of hours	50
	Number of ECTS credits	2

## BUSINESS OF TOUR-OPERATIONS

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Business of tour-operations / Działalność tour-operatorska
2.	Discipline Social – Economic Geography and Spatial Economy
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code 30-GF-TR-S2-E3-BTO
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – specialization: Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 15 Classes: 30 Teaching methods Multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work, group work, preparation of reports
12.	Name, title/degree of the teacher/instructor Coordinator: Włodzimierz Ranoszek, dr Lecturer: Włodzimierz Ranoszek, dr Classes instructor: Włodzimierz Ranoszek, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge of tourism
14.	Course objectives

	Learning about the tour-operators role in the market and in the distribution channel. Practical apprehension of the tour package creation process.	
15.	<p>Course content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Tourism industry sector. Tourism intermediaries. Tour-operators</li> <li>2. Creating the tours</li> <li>3. Tour conducting and guiding</li> <li>4. Cooperation with hotels, airlines and other suppliers</li> <li>5. Tour operators and the law</li> <li>6. Travel intermediaries: travel agencies</li> <li>7. New technologies and tourism industry</li> <li>8. Paper test</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Introduction. The ideas of exercise and elements required</li> <li>2. Creating the tour – idea and destination research</li> <li>3. Suppliers and attractions selection</li> <li>4. Programming</li> <li>5. Cost calculating</li> <li>6. Maps and plans – general layout</li> <li>7. Presentation</li> <li>8. Evaluation and credit meeting</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Defines and describes the role of tour-operators within the tourism industry.</p> <p>P_W02: Identifies law regulations concerning tour-operators within EU and in Poland.</p> <p>P_U01: Constructs the tour package on the basis of market segmentation and general rules.</p> <p>P_U02: Conducts the research and selects appropriate range of suppliers and product components.</p> <p>P_U03: Elaborates and demonstrates the package presentation.</p> <p>P_K01: Participates in group discussion and evaluation of project.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02, K_W04, K_W06</p> <p>K_W04, K_W17</p> <p>K_U01, K_U05, K_U06</p> <p>K_U01, K_U03, K_U05</p> <p>K_U04, K_U09, K_U10</p> <p>K_K01, K_K06</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>- Beech J., Chadwick S., <i>The Business of Tourism Management</i>, Prentice Hall, 2006, Chapters: 12 (p.265-286), 19 (p.399-414), 20 (p.415-442)</li> <li>- Cooper Ch et al., 2005, <i>Tourism: principles and practice</i>, Pearson Ltd., Harlow, pp. 372-403; 502 – 541, 622-652, 702 -730,</li> <li>- Mancini M., 2000, <i>Conducting Tours: A Practical Guide</i>, Delmar Cengage Learning</li> </ul> <p>Recommended reading</p>	

	<ul style="list-style-type: none"> <li>- <i>Start Your Own Travel Business and More</i>, 2007, Entrepreneur Press</li> <li>- S.J.Page, J.Connell, 2009, <i>Tourism – a modern synthesis</i>, Third ed., South-Western, Chapter 6; ss. 123-141; Chapter 7; pp. 144-166</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none"> <li>- written examination - K_W02, K_W04, K_W06, K_W17</li> <li>- preparation and implementation of a project - K_U01, K_U03, K_U04, K_U05, K_U06, K_U09, K_U10, K_K01, K_K06</li> </ul>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p><b>Lecture: graded credit</b></p> <p><b>P_W01, P_W02:</b> written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the Regulamin studiów UWr.</p> <p><b>Exercise:</b></p> <p><b>P_U01, P_U02, P_U03, P_K01:</b> project elaboration and presentation for a public discussion;</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 30	45
	student's own work (including group-work) such as: - being prepared for classes: 20 - reading the suggested literature: 15 - preparing for tests and exam: 20	55
	Total number of hours	100
	Number of ECTS credits	4

**GEODIVERSITY, GEOHERITAGE, GEOCONSERVATION**  
**– TOWARDS SUSTAINABLE GEOTOURISM**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Geodiversity, geoheritage, geoconservation – towards sustainable geotourism/ Georóżnorodność, geodziedzictwo i geochrona – ku zrównoważonej geoturystyce
2.	Discipline Earth and environmental science
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Physical Geography
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography - Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 15 Field classes: 16 Teaching methods: multimedia lecture, presentation, discussion, practical exercises, preparation of reports,
12.	Name, title/degree of the teacher/instructor Coordinator: Piotr Owczarek, dr hab. prof. UWr. Lecturer: Piotr Owczarek, dr hab. prof. UWr.; Łukasz Stachnik, dr Field classes instructor: Piotr Owczarek, dr hab. prof. UWr.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Background of geography and environment protection
14.	Course objectives

	Theoretical and practical issues of geoconservation, and oriented to increase awareness about geodiversity and geoheritage	
15.	<p>Course content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Geodiversity, geoheritage, geoconservation and geotourism – review of definitions and concepts</li> <li>2. Describing Geodiversity - origin and history of the Earth, Plate Tectonics, Earth Materials, Processes and Environments</li> <li>3. Valuing Geodiversity</li> <li>4. Threats to Geodiversity</li> <li>5. Conserving Geodiversity: The Protected Area and Legislative Approaches</li> <li>6. Managing Geodiversity, Sustainable Management of the Georesource, Landform Design, Georestitution</li> <li>7. Geodiversity, geoheritage, geoconservation and geotourism in Poland</li> </ol> <p>Field classes:</p> <p>Geodiversity, geoheritage, geoconservation and geotourism in South-western Poland</p>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Student knows the basic definitions of the following areas: geodiversity, geoheritage, geoconservation</p> <p>P_W02: Students need to understand the interactions between abiotic and biotic components of natural environment</p> <p>P_W03: Students understand the necessity of the geoprotection</p> <p>P_U01: Students have the ability to critical analysis and selection of scientific information</p> <p>P_K01: Students understand the need to systematically deepen their knowledge on the basis of scientific books and journals</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. <i>K_W01*</i>, <i>K_U05</i>, <i>K_K03</i></p> <p>K_W01, K_W03, K_W06</p> <p>K_W02, K_W03</p> <p>K_W03, K_W04</p> <p>K_U01, K_U13</p> <p>K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Gray, M., 2004. Geodiversity (valuing and conserving abiotic nature). John Wiley &amp; Sons Ltd.</li> </ul>	

	Recommended reading <ul style="list-style-type: none"> <li>• Cwojdzński, S., Kozdrój, W., 2007. The Sudetes. Geotourist Guide. Polish Geological Institute, Warsaw.</li> </ul>	
18.	Assessment methods for the intended learning outcomes: - written examination - K_W01, K_W02, K_W03, K_W04, K_W06  - preparation and implementation of a project (individual) - K_W03, K_W04, K_U01, K_U13, K_K07	
19.	Credit requirements for individual components of the course/module:  lectures: written exam P_W01, P_W02, P_W03: test with open and closed questions, pass grade after receiving 50% correct answers, grade scale used according to Regulamin studiów UWr  field work: essay P_U01, K_K01: lecture attendance, essay – grade scale according to Regulamin studiów UWr.  Elements and importance influencing the final grade: lecture 60%, excercises 40%	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - field classes: 16	31
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 14 - preparing for tests and exam: 10	44
	Total number of hours	75
	Number of ECTS credits	3

**INTRODUCTION TO SPATIAL ECONOMY IN TOURISM**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Introduction to spatial economy in tourism/Wstęp do gospodarki przestrzennej w turystyce
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and Hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 15 h Exercises: 15 h Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work, group work, preparation of reports, etc.
12.	Name, title/degree of the teacher/instructor Coordinator: Anna Zaręba, dr Lecturer: Anna Zaręba, dr Classes instructor: Anna Zaręba, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Basic knowledge from the area of regional geography
14.	Course objectives

	The lecture brings together students to present theories and projects relevant to the environmental planning and spatial economy professions.	
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Basis of Regional Planning</li> <li>2. Cultural and natural influences on regional design. Regional patterns, theories, processes, forms</li> <li>3. Ecological concepts and regional design</li> <li>4. Application of ecological concepts and regional design concepts</li> <li>5. Ecological corridors in regional planning</li> <li>6. Analysis of environmental factors, ecosystem functions, and ecosystem dynamics, as related to decision-making for landscape planning .“Green” and “blue” infrastructure in urban planning</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Analysis of the tourist values of a chosen region - written form and on map – ex. terrain of preserved nature, landscape parks (areas of outstanding natural beauty, woodland, lakes, rivers)</li> <li>2. Analysis of existing tourist investment-written form and on map (ex. the main transport network, hotels, campsites)</li> <li>3. Touristic management scheme</li> </ol>	
16.	<p>Learning outcomes</p> <p>P_W01: Defining of the programmatic and technical aspects of basis of Regional Planning</p> <p>P_W02: Explaining, identifying ecological concepts in regional design</p> <p>P_U01: Analyzing, assessment of environmental factors, ecosystem functions, and ecosystem dynamics</p> <p>P_U02: Exploring, assessment of cultural and natural influences on regional design</p> <p>P_K01: Initiating of the work in groups, understanding of the necessity of constant learning</p>	<p>Outcome symbols</p> <p>K_W01, K_W02</p> <p>K_W03, K_W06</p> <p>K_U01, K_U07</p> <p>K_U02, K_U05</p> <p>K_K01, K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Fujita M., Krugman P., Venables A, 2001, The Spatial Economy: Cities, Regions, and International Trade, The MIT Press; New Ed edition</li> <li>• Reggiani A., 2000, Spatial Economic Science: New Frontiers in Theory and Methodology (Advances in Spatial Science), Springer; 1 edition</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral or written examination: K_W01, K_W02, K_W03, K_W06, K_U01, K_U02, K_U05, K_U07, K_K01, K_K07</p>	
19.	Credit requirements for individual components of the course/module:	

	lecture: Written test  P_W01, P_W02: Written test, positive remark on the basis of 50 % of correct answers  Exercises: P_U01, P_U02, P_K01 – credit on the basis of projects relevant to the environmental planning and spatial economy professions.  Lecture/Exercises evaluation: 50%/50%	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lecture: 15  - exercises: 15	30
	student's own work (including group-work) such as: - reading the suggested literature: 20 - research outcomes: 15 - preparing for tests and exam: 20 - preparation before class (lecture, etc.): 15	70
	Total number of hours	100
	Number of ECTS credits	4

**GEOGRAPHY OF ART AND CIVILIZATION**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Geography of art and civilizations/Geografia sztuki i cywilizacji
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography– Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) winter
11.	Form of classes and number of hours Lectures: 15 Classes: 15 Teaching methods: multimedia lecture, preparation of essay.
12.	Name, title/degree of the teacher/instructor Coordinator: Magdalena Duda-Seifert, dr Lecturer: Magdalena Duda-Seifert, dr Classes instructor: Magdalena Duda-Seifert, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about world history and architecture.
14.	Course objectives Learning about art and main civilizations development and heritage in the context of its geographical preconditions. Reading the cultural landscape as a palimpsest. Understanding of the spatial aspects of culture hearth and diffusion of innovations.

15.	<p>Course content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Introduction into main concepts and ideas</li> <li>2. Main civilizations development in the world in the context of geography</li> <li>3. Geography of art main concepts. History of European architecture in the context of its spatial development</li> <li>4. Landscapes of religion</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Elaboration of the essay.</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: Defines and describes main ideas and concepts of geography of art and geography of civilizations.</p> <p>P_W02: Defines main features of architecture styles and explains their spatial development and range.</p> <p>P_W03: Describes main civilizations of the World and indicates their landscape features.</p> <p>P_U01: Analyzes and evaluates the development and transformation of architecture in the specific region</p> <p>P_U02: Elaborates and presents main findings within the area studied (selected region)</p> <p>P_K01: Develops an essay based on searching for the information and analysis of mutual relations between history, art and geography.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W01, K_W02, K_W06, K_W09</p> <p>K_W01, K_W05, K_W11</p> <p>K_W01, K_W02,</p> <p>K_U01, K_U03, K_U07, K_U12</p> <p>K_U03, K_U07, K_U09, K_U10</p> <p>K_K01, K_K03</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Jellicoe G. and S., 1995, <i>The Landscape of Man</i>, Thames and Hudson Ed.</li> <li>• Kaufmann T.D., 2004, <i>Geography of Art</i>, Chicago Press</li> </ul> <p>Recommended reading:</p> <ul style="list-style-type: none"> <li>• Toynbee A., 1988, <i>A Study of History</i>, Portland House</li> <li>• Park Ch.C., 1994, <i>An Introduction to Geography and Religion</i>, Routledge</li> <li>• Kuby M., Harner J., Gober P., 2007, <i>Human Geography in action</i>, Wiley</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none"> <li>- written test: K_W01, K_W02, K_W05, K_W06, K_W09, K_W11</li> <li>- individual semester paper: K_U01, K_U03, K_U07, K_U09, K_U10, K_U12, K_K01, K_K03</li> </ul>	
19.	<p>Credit requirements for individual components of the course/module:</p>	

	<p>P_W01, P_W02, P_W03: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.</p> <p>P_U01, P_U02, P_K01: monitoring attendance and progress on the course subject matter, semester individual paper.</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 15 - lab classes: - field classes: - seminar: - other:	30
	student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 5 - preparing papers/presentations/projects:20 - writing a class report: - preparing for tests and exam: 11	41
	Total number of hours	75
	Number of ECTS credits	3

## HUMAN ASPECTS OF TOURISM

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Human aspects of tourism/Socjologiczno-psychologiczne aspekty turystyki
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography –Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Lectures: 12 Teaching methods: Multimedia lecture
12.	Name, title/degree of the teacher/instructor Coordinator: Dagmara Chylińska, dr Lecturer: Dagmara Chylińska, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about social and human culture at a high school level
14.	Course objectives The main aim of the lectures is to acquaint students with human aspects of tourism, including recognizing its psychological, sociological and socio-cultural conditions and effects on human environment.
15.	Course content 1. Axiology of journey and the tourism sociology

	2. Tourist according to Dean MacCannell 3. Tourists' motivations and their behaviors on the tourist services market 4. Tourism impacts on human culture 5. Authenticity in tourism - commodification of culture on selected examples	
16.	<p>Intended learning outcomes</p> <p>P_W01: student knows, understands and characterizes the human aspects of tourism</p> <p>P_W02: student knows, specifies and understands the sociological, social, psychological and cultural conditions of tourism development</p> <p>P_U01: student can argue to prove selected tourism impacts on human culture</p> <p>P_K01: student demonstrates creativity in its individual task</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W05</p> <p>K_W02, K_W05</p> <p>K_U01, K_U07, K_U10</p> <p>K_K03, K_K04</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>MacCannell D., 1976: The tourist: a new theory of the leisure class, University of California Press.</li> </ul> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>Cohen E., 1984: The Sociology of Tourism: Approaches, Issues, and Findings Annual Review of Sociology Vol. 10, 373-392.</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- semester paper (individual or group): K_W02; K_W05; K_U01; K_U07; K_U10; K_K03, K_K04;</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Lecture:</p> <p>P_W01, P_W02, P_U01, P_K01: the final credit based on a semester paper</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	<p>classes (according to the plan of studies) with a teacher/instructor:</p> <p>- lectures: 12</p>	12

	student's own work (including group-work) such as: - reading set literature: 20 - writing course report: 20	40
	Total number of hours	52
	Number of ECTS credits	2

**BUSINESS ENGLISH – PRACTICAL SKILLS**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Business English – Practical Skills / Język angielski w biznesie – umiejętności praktyczne
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Classes: 30 Teaching methods: classes: mini-lecture, presentations, discussions, practical exercises, individual work, group work
12.	Name, title/degree of the teacher/instructor Coordinator: Agnieszka Rozenkiewicz, dr Classes instructor: Agnieszka Rozenkiewicz, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences B2 English language proficiency according to the Common European Framework of Reference for Languages
14.	Course objectives Acquiring the lexical knowledge and four main language skills (speaking, listening, reading and writing) of English for Specific Purposes in the area of Business English allowing fluent communication in professional situations.
15.	Course content

	<p>Classes:</p> <ol style="list-style-type: none"> <li>1. Online thematic dictionaries and tools facilitating the language acquisition process and the active use of business English in professional situations</li> <li>2. Career, human resources, CVs and job interviews</li> <li>3. Communication in professional situations</li> <li>4. Building professional relationships (business partnerships, networking, team building, social English)</li> <li>5. Business trends and culture (international meetings, business presentations)</li> <li>6. Business management (management styles, crisis management, business risk, leadership skills)</li> <li>7. Business law (the language of contracts)</li> <li>8. Accounting and finance</li> <li>9. Business ethics and competition</li> <li>10. The language of successful business negotiations</li> <li>11. Customer service</li> <li>12. Advanced writing skills for academic and professional purposes</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: knows the bases of English for Specific Purposes in the area of Business English lexis</p> <p>P_W02: understands chosen business English notions and trends</p> <p>P_W03: defines basic business-related terms</p> <p>P_W04: recognizes thematic Business lexis working with authentic text</p> <p>P_U01: is capable of fluent communication in typical professional situations applying Business English lexis and grammatical structures</p> <p>P_U02: is able to use the online thematic dictionaries and tools facilitating the language acquisition process and the active use of business English in professional situations</p> <p>P_K01: appreciates the fact that the course content is of applicable character in real-life business situations</p> <p>P_K02: is aware of the constant need for the language self-development, especially regarding the realm of English for Specific Purposes</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02, K_W14</p> <p>K_W02, KW_06, K_W17</p> <p>K_W02, K_W03, K_W06, K_W17</p> <p>K_W08, K_W17</p> <p>K_U06, K_U07, K_U10, K_U12, K_U14</p> <p>K_U01, K_U07, K_U10</p> <p>K_K01, K_K02, K_K06,</p> <p>K_K04, K_K05</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p>	

	<ul style="list-style-type: none"><li>Cotton, David; David Falvey; Simon Kent; Bill Mascull 2011: Market leader: Upper intermediate. 3rd ed. Harlow: Pearson Education.</li></ul> <p>Recommended reading</p> <ul style="list-style-type: none"><li>Strutt, Peter; O'Keeffe, Margaret; Dubicka, Iwonna (2013) <i>English for International Tourism</i>. Harlow: Pearson Education.</li><li>Brown, Gillian D.; Sally Rice 2007: Professional English in use. Cambridge: Cambridge University Press.</li><li>Helm, Sara 2010: Market leader: Accounting and finance: Business English. Harlow, [London]: Pearson Longman; Financial Times.</li></ul>											
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- written test – K_W02, KW_06, K_W08, K_W14, K_W17</p> <p>- oral test – K_W02, K_W03, KW_06, K_W08, K_W14, K_W17, K_U01, K_U06, K_U07, K_U10, K_U12, K_U14, K_K01, K_K02, K_K04, K_K05, K_K06</p> <p>- three lexical quizzes (continuous assessment) – K_W02, KW_06, K_W08, K_W14, K_W17</p>											
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Classes:</p> <p>P_W01, P_W02, P_W04: end of semester lexical written test (50% of the final grade);</p> <p>P_W01, P_W02, P_W03, P_W04, P_U01, P_U02, P_K01, P_K02: end of semester oral test (50% of the final grade);</p> <p>P_W01, P_W02, P_W04: three lexical quizzes (short tests) with the grading system of pass, or fail (continuous assessment).</p> <p>Monitoring attendance and progress on the course subject matter. The grading scale is in accordance with the Study Regulations of the University of Wrocław.</p> <p>In order to receive credit, a student needs to score at least 50% + 1 point in the final lexical test, as well as to receive at least a positive grade (3) in the final oral test.</p>											
20.	<p>Total student effort</p> <table><tr><th>form of student activities</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (according to the plan of studies) with a teacher/instructor: - classes: 30</td><td>30</td></tr><tr><td>student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 10 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 20</td><td>45</td></tr><tr><td>Total number of hours</td><td>75</td></tr><tr><td>Number of ECTS credits</td><td>3</td></tr></table>		form of student activities	number of hours for the implementation of activities	classes (according to the plan of studies) with a teacher/instructor: - classes: 30	30	student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 10 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 20	45	Total number of hours	75	Number of ECTS credits	3
form of student activities	number of hours for the implementation of activities											
classes (according to the plan of studies) with a teacher/instructor: - classes: 30	30											
student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 10 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 20	45											
Total number of hours	75											
Number of ECTS credits	3											

### RESEARCH SEMINAR 3

#### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Research seminar 3 / Seminarium 3
2.	Discipline Socio – economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Winter
11.	Form of classes and number of hours Seminar: 30 Teaching methods: Multimedia lecture, mini-lecture, presentation, discussion, individual work
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Widawski, dr Lecturer: Krzysztof Widawski, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Research seminar 1 and 2
14.	Course objectives The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to critically evaluate his own and other scientists' achievements. The programme of the

	third part of the seminar (third semester) includes particularly presentation of the initial results of student's own research, discussion about them as well as formulation of recommendations concerning the research procedure while the final stage of work	
15.	<p>Course content</p> <p>Seminar:</p> <ol style="list-style-type: none"> <li>1. Presentation of the outcomes of the first part of student's own research connected with the master's thesis, followed by a discussion among the whole seminar group.</li> <li>2. Discussion about the written seminar work (paper).</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student knows the formal, substantial and ethical rules of presentation of scientific research results.</p> <p>P_U01: student works out and describes scientifically his research outcomes according to scientific rules and formal correctness.</p> <p>P_U02: student improves his abilities of oral and written expression according to scientific presentation rules.</p> <p>P_U03: student improves his abilities of public discussion about a scientific topic.</p> <p>P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p>P_K02: student understands the need to learn constantly and extend his professional competences.</p> <p>P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W15</p> <p>K_U02, K_U03, K_U04, K_U08</p> <p>K_U05, K_U06</p> <p>K_U01, K_U06</p> <p>K_K05</p> <p>K_K04, K_K07</p> <p>K_K02</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>According to tutors recommendation, selected individually for every student</p> <p>Recommended reading</p> <p>According to tutors recommendation, selected individually for every student</p>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral presentation and preparation of a project - K_W15, K_U02, K_U03, K_U04, K_U08, K_U05, K_U06, K_U01, K_K05, K_K04, K_K07, K_K02</p>	
19.	Credit requirements for individual components of the course/module:	

	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>seminar: 100%</p> <p>P_W01, P_U01, P_U02, P_U03, P_K01, P_K02, P_K03: the final credit based on activity during classes, participation in the discussion and a written seminar work (paper) connected with the research topic.</p> <p>Scale of grades according to "Regulamin studiów UWr." (Studies statute of the University of Wrocław)</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - seminar: 30	30
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 10 writing class report: 15	45
	Total number of hours	75
	Number of ECTS credits	3

**TOURISM GEOGRAPHY OF AFRICA**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Tourism Geography of Africa / Geografia Turystyczna Afryki
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) II
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Teaching methods: multimedia lecture
12.	Name, title/degree of the teacher/instructor Coordinator: Piotr Migoń, prof. Lecturer: Piotr Migoń, prof.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences None
14.	Course objectives The main aim of the course is to acquaint students with environmental, historical and political background of tourism development in Africa and to present the most important tourist regions (countries) in Europe. Attention is paid to both natural and cultural tourist attractions, as well to infrastructure, opportunities and constraints of tourism development
15.	Course content

	<ol style="list-style-type: none"> <li>1. Environmental, historical and socio-political background of tourism in Africa</li> <li>2. Overview of major tourism destinations in Africa</li> <li>3. Tourism in Egypt</li> <li>4. Tourism in Morocco and Tunisia</li> <li>5. Tourism in Ethiopia</li> <li>6. Tourism in Namibia and South Africa</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student characterizes natural and cultural background of tourism development in African countries.</p> <p>P_W02: student knows the main tourist destinations in Africa.</p> <p>P_W03: student identifies the most popular forms of tourism in various parts of Africa.</p> <p>P_U01: student can explain – using specific examples – the influence of various factors on tourism development in Africa.</p> <p>P_K01: student is aware of the necessity of permanent education and tracking environmental and cultural changes at the global scale.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. <i>K_W01*</i>, <i>K_U05</i>, <i>K_K03</i></p> <p>K_W01, K_W03</p> <p>K_W01</p> <p>K_W01, K_W09</p> <p>K_U08, K_U12</p> <p>K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>- Boniface B., Cooper C., Cooper R., 2012; <i>Worldwide destinations: the geography of travel and tourism</i>, Routledge, London.</p> <p>Recommended reading</p>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <p>- written test: K_W01, K_W03, K_W09, K_U08, K_U12, K_K07</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Lecture: written credit</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.</p> <p>Scale of grades:</p> <p>0-50% of the maximum amount of points – grade 2.0</p> <p>51-60% of the maximum amount of points – grade 3.0</p> <p>61-70% of the maximum amount of points – grade 3.5</p> <p>71-80% of the maximum amount of points – grade 4.0</p> <p>81-90% of the maximum amount of points – grade 4.5</p> <p>91-100% of the maximum amount of points – grade 5.0</p> <p>Lecture evaluation: 100%</p>	

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
	student's own work: - reading the suggested literature: 15 - preparing for tests and exam: 15	30
	Total number of hours	42
	Number of ECTS credits	2

## CULTURAL TOURISM

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Cultural tourism / Turystyka kulturowa
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Classes: 12 Teaching methods Lectures: Interactive lecture, multimedia presentation Classes: mini-lecture, presentations, discussions, practical exercises, individual work, group work
12.	Name, title/degree of the teacher/instructor Coordinator: Agnieszka Rozenkiewicz, dr Lecturer: Agnieszka Rozenkiewicz, dr Classes instructor: Agnieszka Rozenkiewicz, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge about culture, erudition

14.	<p>Course objectives</p> <p>Acquiring the knowledge of cultural tourism, including its theoretical bases, classification of tourist traffic forms, motivations, visitor behavior, and tourist attractions that cultural tourism is based on.</p>	
15.	<p>Course content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Cultural tourism – general characteristics of the phenomenon</li> <li>2. Heritage tourism management</li> <li>3. Archaeotourism</li> <li>4. Film tourism</li> <li>5. Biographical and literary tourism</li> <li>6. Cultural trails - localization, features and creation rules</li> <li>7. Authenticity and cultural tourism; commodification of culture</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Selected forms of cultural tourism based on case studies (individual project)</li> <li>2. Thematic cultural trail (group project)</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student knows and is able to describe different types of cultural tourism</p> <p>P_W02: student understands cultural tourists' motivations</p> <p>P_W03: student competently links tourist attractions with the specific forms of cultural tourism</p> <p>P_U01: student can recognize the threats to local culture and communities connected with cultural tourism development</p> <p>P_U02: student can create a project of a cultural tourist trail</p> <p>P_U03: student uses different multimedia to present the results of his/her work</p> <p>P_K01: student performs the entrusted group tasks in a responsible manner</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W05, K_W06</p> <p>K_W05, K_W06</p> <p>K_W05, K_W06</p> <p>K_U01</p> <p>K_U04, K_U09</p> <p>K_U09</p> <p>K_K01</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Du Cros H., McKercher, 2014: Cultural tourism, Routledge, New York.</li> <li>• McKercher B., 2007: Cultural tourism: the partnership between tourism and cultural heritage management, The Haworth Hospitality Press, New York</li> </ul> <p>Recommended reading</p>	

	<ul style="list-style-type: none"> <li>• Raj R., Griffin K., Morpeth N., 2013: Cultural tourism, CABI, Oxfordshire, UK.</li> <li>• Smith M., Richards G., 2013: The Routledge handbook of cultural tourism, Routledge, New York.</li> <li>• Timothy, D. J., 2011, Cultural heritage and tourism: An Introduction. Channel View Publications, Bristol.</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none"> <li>- written test – K_W05, K_W06</li> <li>- preparation and implementation of projects – K_U01, K_U04, K_U09, K_K01</li> </ul>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Lecture:</p> <p>P_W01, P_W02, P_W03: a written test with open and closed questions; in order to pass, a student has to score at least 50% of the maximum number of points + 1.</p> <p>Classes:</p> <p>P_U01, P_U02, P_03, P_K01: the final grade is based on the prepared projects and their public presentations.</p> <p>The grading scale is in accordance with the Study Regulations of the University of Wrocław.</p> <p>Final subject evaluation: lecture 50 %, classes 50%.</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12	24
	student's own work (including group-work) such as: - being prepared for classes: 12 - reading the suggested literature: 15 - preparing papers/presentations/projects: 14 - preparing for tests and exam: 10	51
	Total number of hours	75
	Number of ECTS credits	3

## RESEARCH SEMINAR 4

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Research seminar 4 / Seminarium 4
2.	Discipline Social – Economic Geography and Spatial Economy
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Seminar: 24 Teaching methods: Multimedia lecture, mini-lecture, presentation, discussion, individual work
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Widawski, dr hab. Lecturer: Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Research seminar 1, 2 and 3
14.	Course objectives The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to critically evaluate his own and other scientists' achievements. The programme of the fourth and last

	part of the seminar (fourth semester) includes final presentation of the results of student's own research (the whole conducted project), discussion about them with special regard to their significance in achievements of particular field of study in geography	
15.	<p>Course content</p> <p>Seminar:</p> <ol style="list-style-type: none"> <li>1. Presentation of the final outcomes of student's own research (the whole conducted project ) connected with the master's thesis, followed by a discussion among the whole seminar group</li> <li>2. Discussion about the preparation rules of the master's thesis final version and the rules of the final examination</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: student has an increased knowledge about the master's thesis topic, including foreign literature.</p> <p>P_U01: student independently prepares the master's thesis.</p> <p>P_U02: student presents the most important results of his research in comparison with the field of study achievements.</p> <p>P_U03: student uses various media and methods of presentation accurately to aims and scope of the work.</p> <p>P_U04: student improves his abilities of oral presentation.</p> <p>P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p>P_K02: student understands the need to learn constantly and extend his professional competences.</p> <p>P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02, K_W05, K_W16</p> <p>K_U05, K_U07, K_U13, K_U16</p> <p>K_U01, K_U05</p> <p>K_U02, K_U05, K_U08</p> <p>K_U06</p> <p>K_K05</p> <p>K_K04, K_K07</p> <p>K_K02</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <p>According to tutors recommendation, selected individually for every student</p> <p>Recommended reading</p> <p>According to tutors recommendation, selected individually for every student</p>	
18.	Assessment methods for the intended learning outcomes:	

	- oral presentation and preparation of a project - K_W02, K_W05, K_W16, K_U05, K_U07, K_U13, K_U16, K_U01, K_U02, K_U05, K_U08, K_U06, K_K05, K_K04, K_K07, K_K02	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>seminar: 100%</p> <p>P_W01, P_U01, P_U02, P_U03, P_U04, P_K01, P_K02, P_K03: the final credit based on activity during classes, participation in the discussion and an oral or written presentation of the whole project (master's thesis).</p> <p>Scale of grades according to "Regulamin studiów UWrocław." (Studies statute of the University of Wrocław).</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - seminar: 24	24
	student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 5 - preparing papers/presentations/projects: 12	32
	Total number of hours	56
	Number of ECTS credits	2

**CONTEMPORARY URBAN LANDSCAPES**  
**COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES**

1.	Course/module name in Polish and English Contemporary urban landscapes/Współczesne krajobrazy miejskie
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Optional
7.	Field of studies (major, if applicable) Geography – Tourism and Hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Classes: 12 Teaching methods: Multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work, group work, preparation of reports, etc.
12.	Name, title/degree of the teacher/instructor Coordinator: Anna Zaręba, dr Class instructor: Anna Zaręba, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge of history
14.	Course objectives The course focuses on the social and political construction of urban space emphasizing the physicality and materiality of urban built environment and landscape. The Contemporary urban landscapes focuses on diverse questions related to urbanism, urban life and space, the built environment and landscape, through time.

15.	<p>Content</p> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Analysis of the cultural values of a chosen city</li> <li>2. Analysis of environmental values a chosen city</li> <li>3. Analysis of an urban form of a chosen city</li> <li>4. Illustration and presentation of the topic with SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats of urban development)</li> </ol>	
16.	<p>Learning outcomes</p> <p>P_W01: Defining of social and political construction of urban space</p> <p>P_W02: Explaining, identifying social and aesthetic life of cities</p> <p>P_U01:Analizing, Assessment of physicality and materiality of urban built environment and landscape</p> <p>P_U02: Exploring, Assessment of diverse questions related to urbanism, urban life and space</p> <p>P_K01: Initiating of the work in groups, understanding of the necessity of constant learning</p>	<p>Outcome symbols</p> <p>K_W01, K_W02, K_W05,</p> <p>K_W03, K_W06</p> <p>K_U01, K_U07, K_U13</p> <p>K_U02, K_U05</p> <p>K_K01, K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>• Fujita M., Krugman P., Venables A, 2001, The Spatial Economy: Cities, Regions, and International Trade, The MIT Press; New Ed edition</li> <li>• Reggiani A., 2000, Spatial Economic Science: New Frontiers in Theory and Methodology (Advances in Spatial Science), Springer; 1 edition</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- classes: K_W01, K_W02, K_W03, K_W05, K_W06, K_U01, K_U02, K_U05, K_U07, K_U13, K_K01, K_O07.</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Classes:</p> <p>P_W01, P_W02, P_U01, P_U02, P_K01 – credit on the basis of projects relevant to the environmental planning and spatial economy professions.</p> <p>Classes Evaluation: 100%</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	<p>classes (according to the plan of studies) with a teacher/instructor:</p> <p>- classes: 12</p>	12

	student's own work (including group-work) such as: - reading set literature: 6 - preparing for exam: 7	13
	Total number of hours	25
	Number of ECTS credits	1

## RURAL HERITAGE IN TOURISM

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Rural heritage in tourism/Dziedzictwo obszarów wiejskich w turystyce
2.	Discipline Socio – economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Optional
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Teaching methods: multimedia lecture, mini-lecture, presentation, discussion,
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Widawski, dr hab. Lecturer: Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Geography of tourism of Europe
14.	Course objectives Presentation of cultural resources of rural environment present in the tourist offer, getting acquainted with its richness at the example of Poland and chosen European regions as well as means of its interpretation leading to chosen examples of tourist products
15.	Course content

	<p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Key-concepts connected with cultural heritage of rural environment</li> <li>2. Resources of cultural heritage material and non-material met in tourism and its interpretation</li> <li>3. Thematic routes in rural environment</li> <li>4. The meaning of heritage for the development of tourism presented at chosen examples</li> </ol>	
16.	<p>Intended learning outcomes</p> <p>P_W01: understands the meaning of cultural heritage of rural environment for the purpose of tourism</p> <p>P_W02: knows examples of the interpretation of heritage for the purpose of tourism</p> <p>P_U01: devises in a group an example of a tourist product based on interpretation of a chosen resource</p> <p>P_K01: shows creativity and co-operates while fulfilling the task</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02, K_W05</p> <p>K_W02, K_W06</p> <p>K_U01, K_U04, K_U08</p> <p>K_K01</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>- Timothy J. D., 2012, Cultural Heritage and Tourism: An Introduction, Channel View Publications, Toronto</li> <li>- Mckercher B., Du Cros H., 2012, Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management, Routledge, New York</li> </ul> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>- - Turystyka kulturowa na Dolnym Śląsku – wybrane aspekty, Widawski K. (red.), Rozprawy Naukowe Instytutu Geografii i Rozwoju Regionalnego Uniwersytetu Wrocławskiego 9, Wrocław, 2009</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- presentation and preparing a project - K_W02, K_W05, K_W06, K_U01, K_U04, K_U08, K_K01</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>e Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>lecture: credit at the base of presentation</p> <p>P_W01, P_W02, P_U01, P_K01: pass grade, grade scale according to Regulamin studiów UWr.</p> <p>Elements and importance influencing the final grade: lecture 100%Lecture</p>	
20.	<p>Total student effort</p>	

	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
	student's own work (including group-work) such as: - reading the suggested literature: 6 - preparing papers/presentations/projects: 7	13
	Total number of hours	25
	Number of ECTS credits	1

## TOURISM IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Tourism in Central and Eastern European countries / Turystyka w krajach Europy Środkowej i Wschodniej
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code 30-GF-TR-S2-E4-mbTC
6.	Type of course/module ( <i>mandatory or optional</i> ) Optional
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Teaching methods: Multimedia lecture, mini-lecture
12.	Name, title/degree of the teacher/instructor Coordinator: Janusz Łach, dr Lecturer: Janusz Łach, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences Basic knowledge from the area of tourism geography of Europe
14.	Course objectives The lecture brings together students to knowledge about the tourist attractiveness of central and eastern Europe
15.	Course content Lecture:

	<ol style="list-style-type: none"> <li>1. Conditions of tourism development in selected countries.</li> <li>2. Tourist infrastructure in Central and Eastern Europe.</li> <li>3. Tourist movement in the region.</li> <li>4. Main types of tourism.</li> <li>5. Tourist products on the example of European Quartet activity.</li> </ol>	
16.	<p>Learning outcomes</p> <p>P_W01: Identifies tourist space of Central and Eastern Europe</p> <p>P_W02: Characterizes environmental and cultural conditions of the tourism development in the region</p> <p>P_W03: knows the basic types of tourism in this part of the continent</p> <p>P_U01: is able to point the main tourist products of the region</p> <p>P_U02: analyses and estimates the tourist attractiveness of the region</p> <p>P_K01: sees the connections between the factors that influence the tourist attractiveness and different types of tourism</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g.</p> <p>K_W01, K_W02</p> <p>K_W03, K_W06</p> <p>K_W06, K_W07</p> <p>K_U01, K_U07</p> <p>K_U02, K_U05</p> <p>K_K01, K_K07</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Recommended literature:</p> <ul style="list-style-type: none"> <li>• Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław.</li> <li>• Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River.</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <p>- written examination - K_W01, K_W02, K_W03, K_W06, K_W07, K_U01, K_U02, K_U05, K_U07, K_K01, K_K07</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Lecture: Written test</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: Written test, positive remark on the basis of 50 % of correct answers</p> <p>Lecture evaluation: 100%.</p> <p>Scale of grades:</p> <p>0-50% of the maximum amount of points – grade 2,0</p> <p>51-60% of the maximum amount of points – grade 3,0</p> <p>61-70% of the maximum amount of points – grade 3,5</p> <p>71-80% of the maximum amount of points – grade 4,0</p> <p>81-90% of the maximum amount of points – grade 4,5</p> <p>91-100% of the maximum amount of points – grade 5,0</p>	
20.	<p>Total student effort</p>	

	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
	student's own work (including group-work) such as: - reading set literature: 6 - preparing for exam: 7	13
	Total number of hours	25
	Number of ECTS credits	1

## IMPACTS OF TOURISM

### COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English Impacts of Tourism / Oddziaływanie turystyki
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module ( <i>mandatory or optional</i> ) Optional
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education ( <i>undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies</i> ) Master's
9.	Year of studies ( <i>if applicable</i> ) Second
10.	Semester ( <i>winter or summer</i> ) Summer
11.	Form of classes and number of hours Lectures: 12 Teaching methods: Interactive lecture, multimedia presentation
12.	Name, title/degree of the teacher/instructor Coordinator: Agnieszka Rozenkiewicz, PhD Lecturer: Agnieszka Rozenkiewicz, PhD
13.	Course/module prerequisites, in terms of knowledge, skills, social competences General knowledge of tourism
14.	Course objectives Learning about impacts of tourism development on social, cultural and natural environment.
15.	Course content 1. Introduction. Features of tourism development 2. Impacts of tourism on natural environment 3. Impacts of tourism on social and cultural environment

4. Impacts of tourism on economy		
16.	<p>Intended learning outcomes</p> <p>P_W01: Distinguishes and evaluates basic impacts of tourism development on the environment.</p> <p>P_W02: Explains the mutual relationship between tourism development and social, cultural, natural and economic environment.</p> <p>P_U01: Detects possible negative impacts of tourism on social life, cultural heritage, economy and natural environment</p> <p>P_U02: Discusses and proposes possible ways to counteract the negative impacts of tourism development</p> <p>P_K01: Understands the social responsibility of tourism decision-makers and planners</p>	<p>Symbols of learning outcomes for particular fields of studies, e.g. K_W01*, K_U05, K_K03</p> <p>K_W02, K_W06, K_W07</p> <p>K_W02, K_W08, K_W17</p> <p>K_U01, K_U05</p> <p>K_U10, K_U12, K_U16</p> <p>K_K02, K_K04</p>
17.	<p>Required and recommended reading (<i>sources, studies, manuals, etc.</i>)</p> <p>Required reading</p> <ul style="list-style-type: none"> <li>Mason P., 2010, <i>Tourism Impacts, Planning and Management</i>, Butterworth-Heinemann, 2 edition.</li> </ul> <p>Recommended reading</p> <ul style="list-style-type: none"> <li>Wall G., Mathieson A., 2006, <i>Tourism. Change, impacts and opportunities</i>, Pearson.</li> </ul>	
18.	<p>Assessment methods for the intended learning outcomes:</p> <p>- written test – K_W02, K_W06, K_W07, K_W08, K_W17, K_U01, K_U05, K_U10, K_U12, K_U16, K_K02, K_K04</p>	
19.	<p>Credit requirements for individual components of the course/module:</p> <p>Lecture:</p> <p>P_W01, P_W02, P_U01, P_U02, P_K01: a written test with open and closed questions; in order to pass, a student has to score at least 50% of the maximum number of points + 1. The grading scale is in accordance with the Study Regulations of the University of Wrocław.</p> <p>P_U01, P_U02, P_K01: analysis and discussion of case studies during lectures.</p>	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	- lectures: 12	12
	<p>student's own work (including group-work) such as:</p> <ul style="list-style-type: none"> <li>- being prepared for classes:</li> <li>- reading the suggested literature: 5</li> <li>- preparing papers/presentations/projects:</li> <li>- preparing for tests and exam: 5</li> </ul>	10

	Total number of hours	22
	Number of ECTS credits	1